

# LIFE



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FEBRUARY 19, 1945

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**Dear Mrs. America:**  
**Your "memo" has been received**  
**—and Philco has acted on**  
**your suggestions...**



A great metropolitan newspaper requested its women readers to submit a "Memo to Manufacturers" telling just what they wanted in household equipment after the war.

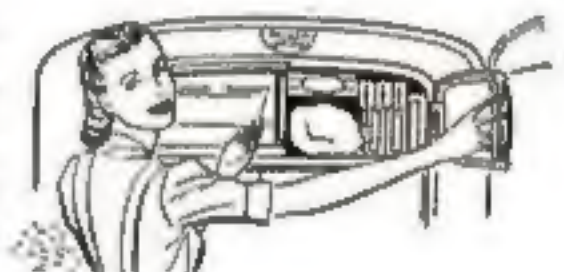
Particularly interesting to Philco is the fact that the thing most women wanted most was a new refrigerator. Nearly 30% of the women who wrote were hoping for a new refrigerator... just about double the desire for any other appliance.



And these women had very definite ideas on what they wanted in that new refrigerator! They wanted a separate compartment for freezing fresh meats, poultry and ice cream... and ample space for storing frozen foods.

Today... Philco can report it has *acted* on that recommendation. Even *before* the war, several Philco Refrigerators provided a separate compartment for frozen food storage and home freezing. Some day... the date depending on military requirements... Philco dealers will display new, modern, greatly improved refrigerators... featuring the *Freezer-Locker*...

Philco's post-war contribution to better and more economical living... Philco's completely satisfactory answer to the expressed desire of the women of America.



The Freezer-Locker will be just one of many Philco developments. This is not the time to speak of them... nor the time to suggest their delivery is close at hand. But great things are coming... great progress is being made. So, Mrs. America, look to Philco for the most advanced types of post-war refrigerators!

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**Straight Line Design  
CLEANS TEETH BEST  
SAY DENTISTS 2 TO 1**

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There are only these 3 basically different brushing surface designs among all leading tooth brushes sold today:



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#### Why Pepsodent's Straight Line Design Cleans Teeth Best

Despite popular belief, most teeth in the average mouth actually lie in a series of relatively straight lines.



These diagrams represent the two extreme types of dental arch. Even in these extremes, note that most teeth are in relatively straight lines. Pepsodent's

Straight Line Design fits more teeth better than convex or concave designs... actually cleans up to 30% more tooth surface per stroke.

**Get a  
Pepsodent  
Tooth Brush  
Today!**

## LETTERS TO THE EDITORS

### AMERICAN WOMEN

Sirs:

I just hope you get plenty of red-hot letters on your editorial, "American Women" (LIFE, Jan. 20). Some of us are, like Mrs. Harriet Beecher Stowe, "tired far into the future" and made far more tired by reading such a dastardly editorial. It made me so disheartened that I was physically limp.

MRS. JOHN H. WOODHULL  
Kenmore, N.Y.

Sirs:

When the busy American women read your editorial (if they find time enough to pick up a copy of your Jan. 20 issue), they're quite likely to feel that through you and Philip Wylie, who scathingly dubs them *A Generation of Vipers*, they are as gravely beset as were their grandmothers, whom you wish you might be able to draft. There are other ways of scalping women than with tomahawks. It would seem, if "viper" be an adequate description—even vipers have to be of two sexes to breed!

NAN P. WORTHINGTON  
Little Rock, Ark.

Sirs:

Why hasn't Wylie's book been quoted at greater length before now? It should be written in blazing italics and read by every American with enough intelligence to show some concern for this country and its future.

ROBERT N. GRANT  
Hollywood, Calif.

Sirs:

It is doubtful that the fatties about whom "American Women" is written will read it, and you can bet your life that if they do they will rationalize themselves right out of the target area.

FRANK P. EVANS, JR.  
Washington, D.C.

Sirs:

The faults of which you find the girls guilty are faults we all share because we're human and not because we are either men or women. If "Mom," who escapes reality by listening to soap opera, is a jerk then "Pop," who achieves such escape through the sports page, is a drip.

Why continue to lean on Adam's infantile mechanism of making Eve the scapegoat for folly which is neither exclusively feminine nor masculine but is just human?

ALBERT GRANT  
Glendale, Ohio

Sirs:

Who is this Mom and how did she get that way? Mom's consuming interest in her late teens was—would she be married? All her thoughts were concentrated on making that possibility a fact. When this was accomplished, she turned her energies to making a home—cooking, furnishing, entertaining. Thus far she has developed her abilities along one line while her husband develops in several directions because of the more varied life he leads. Soon she has a child. It is impossible for anyone but Mom to realize the innumerable demands on her time and energy which a child makes. If Mom has three children, two years apart, she is completely absorbed in their care for 16 years. Then, rather suddenly, both she and her work are eased off.

What would happen to a man if after 16 years of faithful service he were told that there was no need for his skill any longer? We are familiar with the case of the retired businessman who very quickly loses his enthusiasm for life and soon dies. It is not his age which brings about this disintegration but the inability to become a different or a new person. So it is with Mom.

MARION PALMER  
West Hempstead, N.Y.

Sirs:

The society and traditions are what need criticism, not the women. Two erroneous ideas have led to the dangerous bottling-up of women's energy. First, the idea that "woman's place is entirely in the home." This idea was fine when men were farmers and were at home most of the time, too. But today women are left to themselves for long hours each day with only housework to do (which occupies the hands mostly and not the mind) and no companionship except that of children under 6. Certainly there is little that is mentally stimulating about this as a steady diet. The traditional false pride of the American male that "No wife of mine is going to have to get out and work for her living" is making home a prison instead of a haven for many women.

The second erroneous idea is that women automatically become temperamentally suited to rear children when they bear children. All women are no more fitted to guide little children than are all men fitted to be college professors. Many women, when they have gone through the ordeal of rearing a family, feel that they have discharged their duty to society and can flitter away the rest of their lives on nonessentials when there is so much that needs doing now. One-half the population is busily engaged in "passing the buck" to the next generation. The next generation is important, but so is this one.

MRS. JOHN F. HAINES  
Dayton, Ohio

Sirs:

Last summer I overheard two farmers speculating on whether or not they would be able to depend on much help from out-of-state combine outfits. The tall old bachelor was most pessimistic. Turning to the short, stout man beside him, he said, "Marvin, how are you going to manage?"

Marvin had a twinkle in his eye when he answered, "Why Ray, I got a woman! A woman and two kids."

Marvin's wife weighs less than 100 pounds. His two kids are girls, 10 and 12 years old.

KATHERINE KOSITZKY  
Winner, S. D.

Sirs:

This is Mom speaking, the lady whose face you have slapped so resoundingly! My face is red, but the shame is for you. We would be the last  
(continued on p. 4)

LIFE is published weekly by TIME Inc. at 330 East 22nd Street, Chicago 16, Illinois. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Entered as second-class matter at the Post Office Department, Ottawa, Canada.

Subscription rates: One year, \$4.50 in the U. S. A.; \$5.50 (Canadian dollars) in Canada including duty and exchange; \$6.00 in Pan American Union; elsewhere, \$10.00. Single copies in the U. S. A., 10c; Canada, 12c; U. S. Territories & Possessions, 15c; elsewhere, 25c. Special rates for members of the armed forces in U. S. or addressed to APO or FPO mail, \$3.50. There will be a three-month delay on new nonmilitary subscriptions.

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LIFE  
February 19, 1945

Volume 18  
Number 8





## ***Powdered Light...***

**T**HE weird luminous powder that lights up this girl's face is called a *phosphor*. It is one secret of the amazing efficiency of General Electric Fluorescent Lamps. Coated inside a fluorescent tube, phosphors transform *invisible* ultra-violet rays into *visible* light—the soft, cool,

abundant light that is making seeing easier in war factories, stores, offices, and many homes.

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# LETTERS TO THE EDITORS

CONTINUED

people in this world to claim perfection for ourselves—mothers know all too well that perfection does not exist in this chaotic world.

The great question most of us have spent our lives trying to answer is, "What do you American men want of your women?" Most of you want physical attraction, pep, wit and fun. You want wives who will make you their career.

Our generation was reared in the most peaceful era the world had ever seen. We were precipitated into two world wars and the most appalling depression the world has had to date. We kept up our morale and yours on whatever ministered to our overwrought nerves—soap operas, movies, nice clothes, bridge, etc. We reared your children as best we could with nothing to look forward to but carnage and ruin. They are turning out to be as fine a generation as the world has ever seen. Who do you suppose will receive them when they return, crippled in mind or body or both, and help them get ready to rebuild their world?

Who do you suppose is caring for the young mothers, wives, sweethearts and babies of the servicemen in servantless homes all over this broad land? And who is supposed through it all to look young, gay, amused and nonchalant while her son is going through hell and she cannot help him in any other way than by trying to be the same old Mom when he comes, if he comes, back?

Draft us for war work if you like! We're in the front-line trenches now!

RETA S. TIFT

Wynnewood, Pa.

Sirs:

We all deplore this idleness of women, but who forced it on them?

FLORENCE L. C. KITCHELT

New Haven, Conn.

Sirs:

Remember, for every frontier grandmother who helped civilize this savage continent, there were 10 or 20 who threw up their hands and "swooned" at the drop of a hat!

BETTY D. CARSPERKEN

Ferguson, Mo.

Sirs:

The women of our nation who persist in "sitting out" this World War II are the wallflowers of their generation.

ENSON ELIZABETH ANNE  
BRITT, USCG(WR)

New Orleans, La.

Sirs:

All cheers to LIFE and its editorial on American women. My only hope is that it gave more than one gal a kick on her nonexistent girdle.

As a WAC recruiter of some 18 months' duration I know whereof you speak. If one woman has said it to me then at least 50 have piped up with, "I'd love to join the WAC. I know it would be such fun, but khaki on me... it's just not my color." On them, a pale drafty yellow would look good.

Man, I hope they draft 'em and when they do I'm going to be a real tough sergeant. I'll give them the word!

SERVICEWOMAN'S NAME  
WITHHELD

Pennacola, Fla.

Sirs:

I take great exception to the statement that the constitutional amendment giving equal rights to women, endorsed by both the Republican and Democratic party platforms, "is largely nonsense."

More than 25 national women's organizations have endorsed it, including the National Federation of Women's Clubs, the National Federation of Business and Professional Women's Clubs, the American Medical Women's Association, the National Association of Women Lawyers and many prominent

and highly respected men and women from all walks of life.

LIFE must recognize that democratic government demands equal rights under the law for all citizens, men and women. An equal rights amendment is necessary to clarify women's status and to strengthen our form of democracy. There is no nonsense about this. It is a fact.

ALMA LUTZ

Boston, Mass.

Sirs:

You are not too well informed about the so-called Equal Rights Amendment.

You apparently do not know that from the time women were granted the suffrage there has been violent opposition to the Equal Rights Amendment which is, as you say, largely nonsense. Opposition to the amendment is formidable. It includes the A. F. of L., C. I. O., National Council of Catholic Women, National Council of Jewish Women, National Council of Negro Women, National Board of the Y. W. C. A., as well as the National League of Women Voters, which has been a persistent and energetic opponent of the amendment and will continue to oppose it with vigor.

MRS. MALCOLM L. McBRIDE

Cleveland, Ohio

Sirs:

If LIFE had wanted more eminent authority than Phillip Wylie to sanction its editorial on American women, it might have quoted from Thomas Beer in *The Mauve Decade*: "It is not alleged against the women of the Mauve Decade that they invented cheap cruelty and low social pressures, but they erected these basenesses into virtues by some defensive sense of rectitude. . . . Is it matter for such wonder . . . that only satire can describe this American of our time who drifts toward middle age without valour, charm or honour?"

EDGAR CHAMBERS

Washington, D. C.

Sirs:

This husband and wife have agreed that an intelligent man would know better than to write that editorial, a mediocre man wouldn't dare write it and a stupid man couldn't write it; therefore, it must have been written by one of those "brave, brainy and competent" career women.

J. P. & C. J. RICKETTS

Mount Vernon, N. Y.

Sirs:

Whoever was responsible for that diatribe against the American woman must be either a querulous old gentleman or one of our tired businessmen much in need of a long vacation.

MARTHA RADO

Westerly, R. I.

Sirs:

Your editorial is a masterpiece of male conceit.

MARJORIE SCHUTTE

Indianapolis, Ind.

Time, LIFE, Fortune and the Architectural Forum have been cooperating with the War Production Board ever since Jan., 1943, on the conservation of paper. During the year 1944 these four publications of the Time group are budgeted to use 73,000,000 pounds (1,450 freight carloads) less paper than in 1942. In view of resulting shortages of copies, please share your copy of LIFE with your friends.

94  
53  
26  
17  
MILLION  
NOW IT'S OVER

GOSH!!

From 17 million—to 26 million—then to 53 million—now up to over 94 million packages used yearly in homes like yours!

Such growing, overwhelming preference for "Vicks" tells you far more than mere words ever could.

It tells you exactly what happens when colds are in the air.

Folks try "Vicks" modern home-remedies.

dies. Results delight them. And they pass the good word along. "Try Vicks—works fine!"

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LET THE EXPERIENCE OF MILLIONS BE YOUR GUIDE

Helps Prevent many colds from developing if used in time. Just put a few drops up each nostril at the first sniffle or sneeze or warning sign of a cold. A specialized medication to be used as directed in folder. VICKS VA-TRO-NOL



Relieves Miseries of developed colds. Rubbed on the throat, chest and back, VapoRub's famous double action starts at once to bring relief. The best-known home remedy for relieving miseries of colds. VICKS VAPORUB



Eases Coughs, Numbness due to colds. Results are so very good because this cough drop is medicated with throat soothing ingredients of Vicks VapoRub plus other cough-easing medications. VICKS Medicated COUGH DROPS



Makes Cold-Struffed Nose Feel Clearer in seconds. A few whiffs of this handy Inhaler which is packed with really effective medication bring greater breathing comfort quickly. Handy. Use as often as needed. VICKS INHALER



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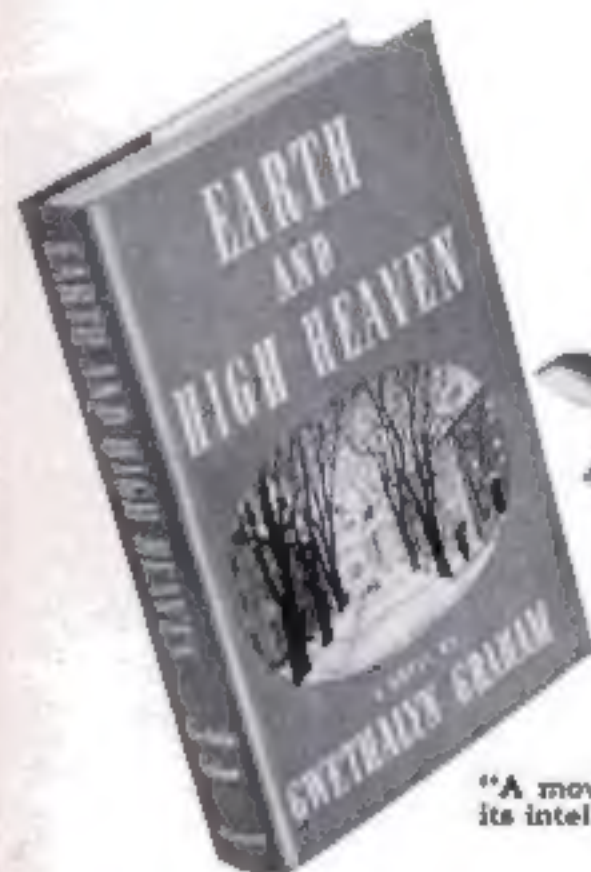
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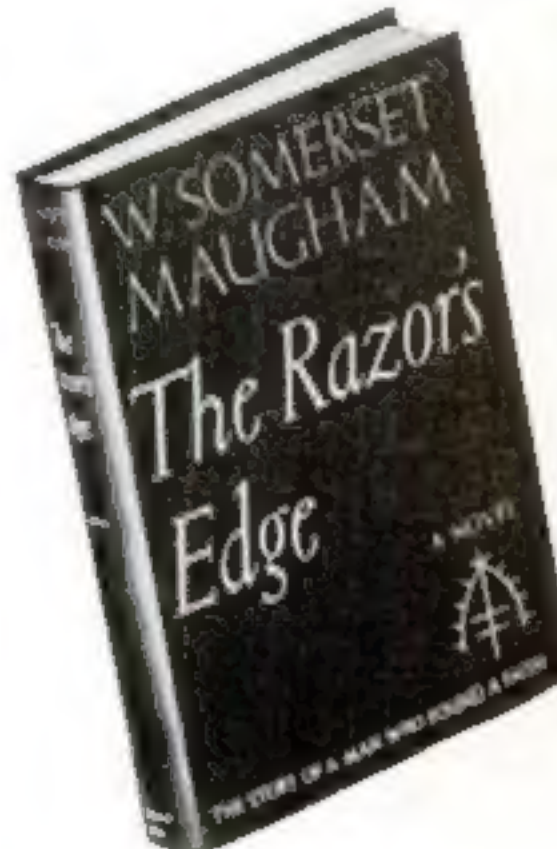
"Her story has charm, romantic appeal and dramatic force as well as 'social significance'. Deserves the widest possible audience."—N. Y. Times.

"A moving and dramatic novel . . . distinguished for its intelligent dialogue, and its moral incontestability."

—Philadelphia Record



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The story of a man's search for a faith greater than the love of a beautiful woman, greater than wealth, or position; a passion so overwhelming that beside it even lust and hunger are trifling; of a woman's tender devotion which turned into a fierce cruelty. The greatest story teller of them all—the author of "The Moon and Sixpence," "Rain," "Of Human Bondage" creates another best seller. More than 500,000 copies already printed! "A greatly wrought . . . modern novel."

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—Philadelphia Record



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☐ The Razor's Edge ☐ Earth and High Heaven

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## GUARDIAN ANGEL:

Kreml makes your scalp feel so clean and refreshed. It keeps hair better-groomed all day without looking greasy or sticky. Watch "angels" fall for Kreml groomed hair.

Thousands upon thousands of America's best dressed men have found Kreml Hair Tonic just the "right balance" dressing for their hair. Kreml never leaves hair looking or feeling greasy or pasted down. Yet it keeps hair neatly in place all day—looking so naturally lustrous—as if your hair had some "body" to it. Ask for Kreml at your barber shop. Buy it at your drug counter.



## KREML HAIR TONIC

Keeps Hair Better-Groomed Without Looking Greasy  
Relieves Itching of Dry Scalp—Removes Dandruff Flakes

## LIFE'S REPORTS

### TWO WEEKS OF RADIOTOKYO

The Japs said Manila was just a propaganda stunt  
by ROBERT SHERROD



While at sea with Admiral Halsey, LIFE War Correspondent Robert Sherrod (left) checked on all English broadcasts from Tokyo to see how the Japanese were taking MacArthur's return to the Philippines. This is his report. Everything Bob Sherrod heard confirmed what he had already learned about Japanese psychology, on Kiska and Attu, on New Guinea and Tarawa: that the Japanese are the world's worst and biggest liars.

#### AT SEA WITH THE THIRD FLEET

For the past two weeks I have been listening to the news as broadcast by "Radiotokyo," whose announcers always run the two words together like that. This has not been an easy task, but it may give a new insight into the weird psychological processes of the strange little men who are our enemies out here in Far Eastern waters.

These broadcasts were all made in English but their slant is apparently not very different from that of news prepared for Japanese home consumption. Radiotokyo broadcasts in English every hour on the hour during the afternoons. Between times there are "commentaries" which sometimes boast of Japanese advancement in science, sometimes reel off a little essay which may be titled, "Question of Life Is Solved by Death. Life Is Only a Means to an End." Besides the newscast and the commentaries the Japs broadcast aging popular music and messages from American and British prisoners of war.

Anyone listening exclusively to Radiotokyo could only conclude that Japan is winning the war. Radiotokyo permits no admissions of death or of retreat such as even Goebbels must sometimes make.

#### The Philippine campaign, according to Domei

During the past two weeks the main news stories from Radiotokyo have been the invasion of Luzon and the B-29 raids on Japan. After 15 days of fighting on Luzon the Americans, according to Radiotokyo, had been forced to resort to supply by airplane drops. They had sustained very heavy casualties, more than 6,000 as against 1,000 for the "intrepid" Japanese defenders. That does not count the terrific losses aboard the 150 U. S. warships which Radiotokyo says were sunk or damaged in Lingayen Gulf. One Domei war correspondent described the military situation in these words:

"The enemy is desperately trying to gain a foothold in central Luzon. . . . His main force is encountering extreme difficulty in deploying its force. . . . Our garrisons behind strong positions summarily repulsed him by inflicting heavy losses every time he attempted assaults. . . . Panic-stricken over heavy casualties enemy troops were forced to beat a hasty retreat." Following this barrage of high-explosive adjectives, the Domei correspondent added a final evaluation of all the shooting: "The enemy operation appears to be more of a propaganda stunt to impress the world that the United States landing troops are closing in on Manila."

In a radio interview one Lieut. General Yano said Japan "is sure to win out in the final showdown in the Philippines," and added, "The day is not far off when MacArthur will be forced to surrender unconditionally, probably aboard an American warship."

Another military commentator, Rear Admiral Sosa (retired) put great faith in the genius of Luzon's defender: "The broad expanse of Luzon is sufficient for General Yamashita to conduct his favorite tactics of mobile warfare."

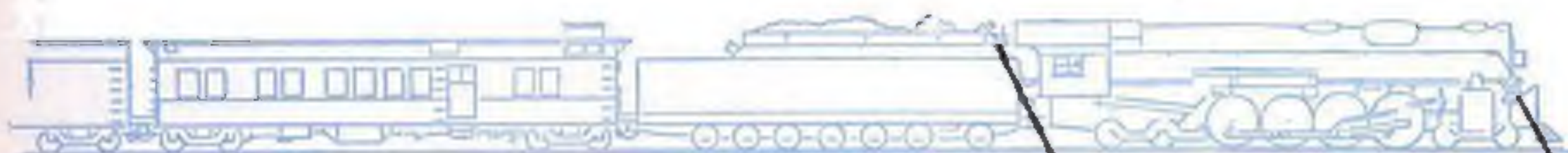
Admiral Sosa, like many another Japanese commentator, insisted that the U. S. strategists had been forced to hasten this "reckless operation" because there was trouble on the home front coupled

CONTINUED ON PAGE 1



Meet the New York Central test engineers  
who help create tomorrow's  
finer engines

# They put Locomotives in a Test-Tube



Mile after tense mile, New York Central test engineers cling to the speeding locomotive, or watch each flicker of the instruments back in the Dynamometer Car.

They feel the pulse of the mighty cylinders. They sample the smoke-box gases. They weigh every pound of coal for the firebox and every ton of pull on the drawbar. And steadily, the data they gather is recorded on the Dynamometer Car's moving chart. For this little car with the big name is their "laboratory on wheels" ... where they figuratively put 250 tons of locomotive in a test-tube to study its performance.

Today, their work helps New York Central operate more efficiently as a vital link in the wartime supply line. And tomorrow ... when critical materials are again available ... their records will point the way to still finer locomotives for the future.

## He Puts "Dine" in Dyn-a-mometer

Testing a locomotive often takes weeks. So the staff lives aboard the Dynamometer Car. A New York Central dining car chef goes along to serve hearty meals.



## Locomotive Dietician

This observer weighs out each 100 lbs. of coal fed into the fire-box. Even on New York Central's naturally efficient *Water Level Route*, ways to save fuel are constantly sought.

## "Scientists in Overalls"

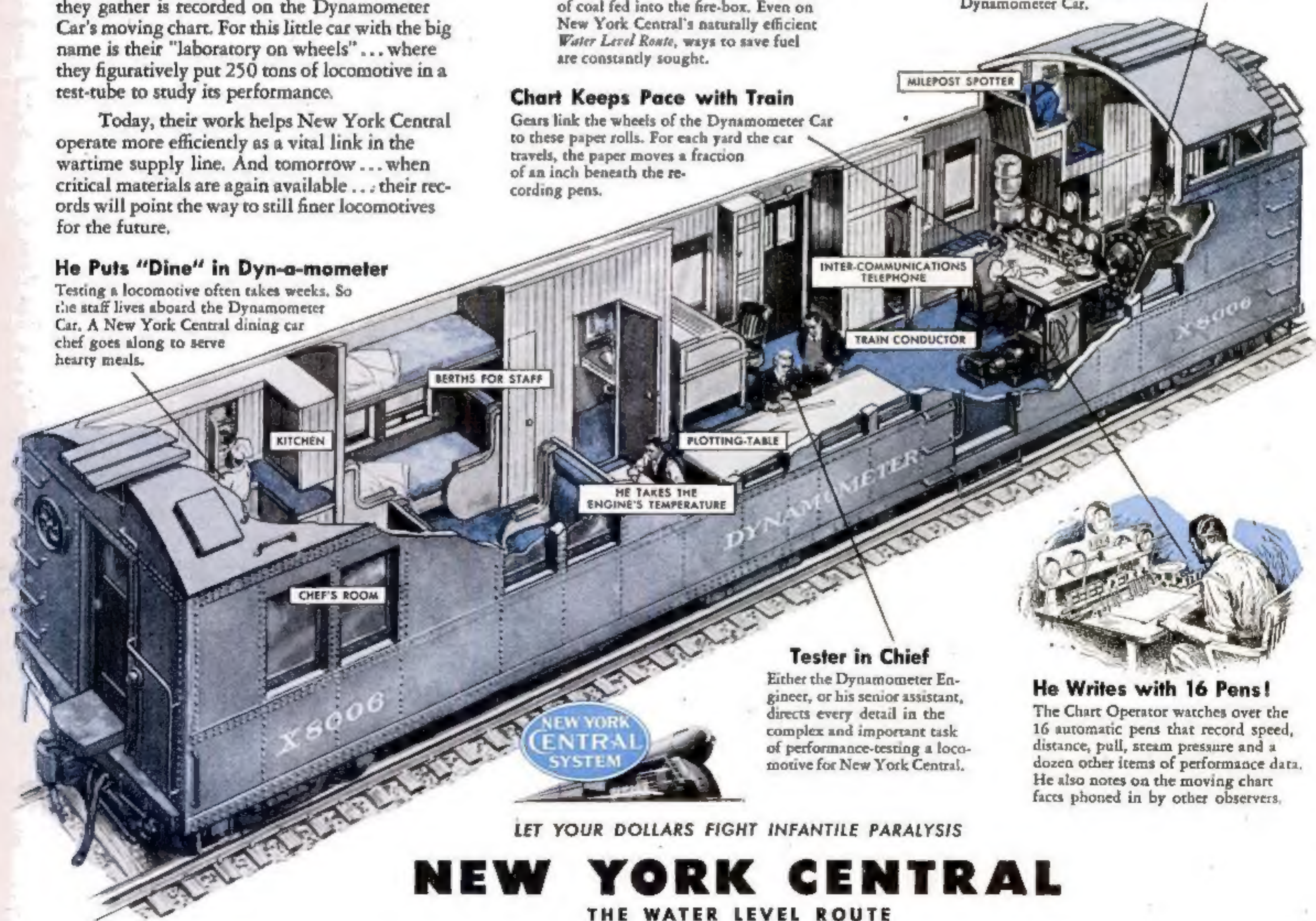
Dressed in overalls and protected by temporary windbreakers, these New York Central engineers check engine performance and flash their findings back to the Dynamometer Car.

## Tons on a Pen Point!

These oil cylinders can reduce a locomotive's 500,000-lb. pull down to a tiny force that moves a pen in New York Central's Dynamometer Car.

## Chart Keeps Pace with Train

Gears link the wheels of the Dynamometer Car to these paper rolls. For each yard the car travels, the paper moves a fraction of an inch beneath the recording pens.



## Tester in Chief

Either the Dynamometer Engineer, or his senior assistant, directs every detail in the complex and important task of performance-testing a locomotive for New York Central.

## He Writes with 16 Pens!

The Chart Operator watches over the 16 automatic pens that record speed, distance, pull, steam pressure and a dozen other items of performance data. He also notes on the moving chart facts phoned in by other observers.

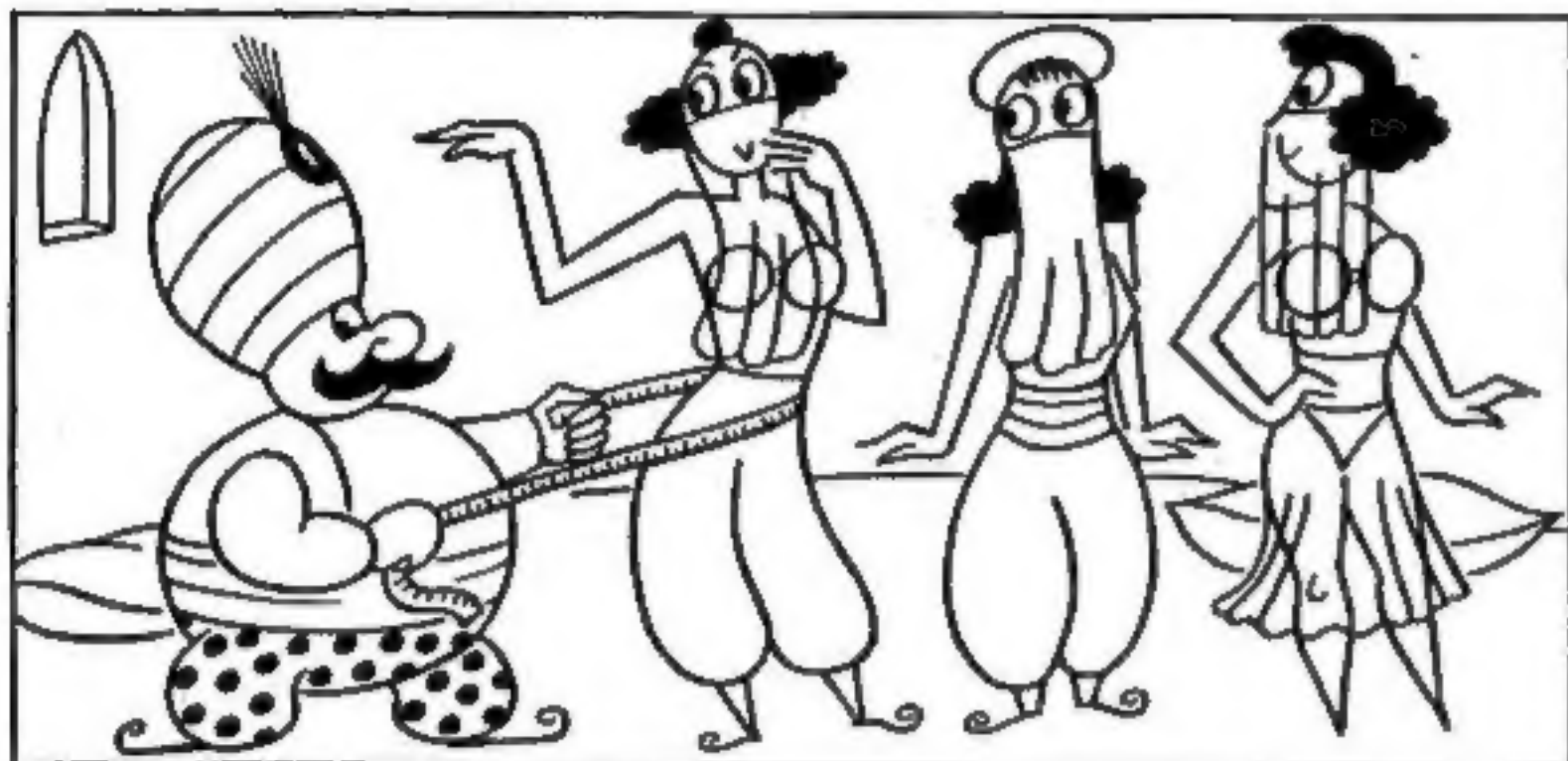
LET YOUR DOLLARS FIGHT INFANTILE PARALYSIS

**NEW YORK CENTRAL**  
THE WATER LEVEL ROUTE



# THE SULTAN LOOKS AT CROWN ZIPPERS

by O. SOGLOW



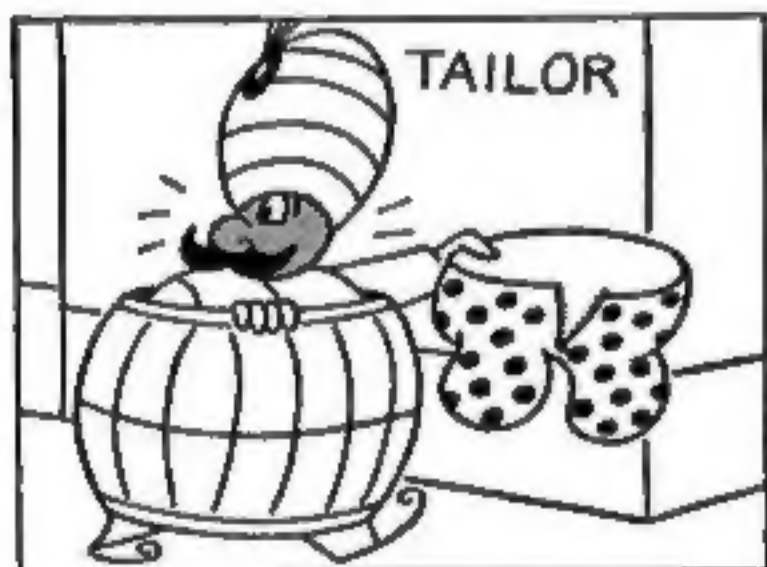
1. HEARS that the Crown people now make a zipper that actually slides freely around sharp curves—measures his subjects for possible postwar applications.



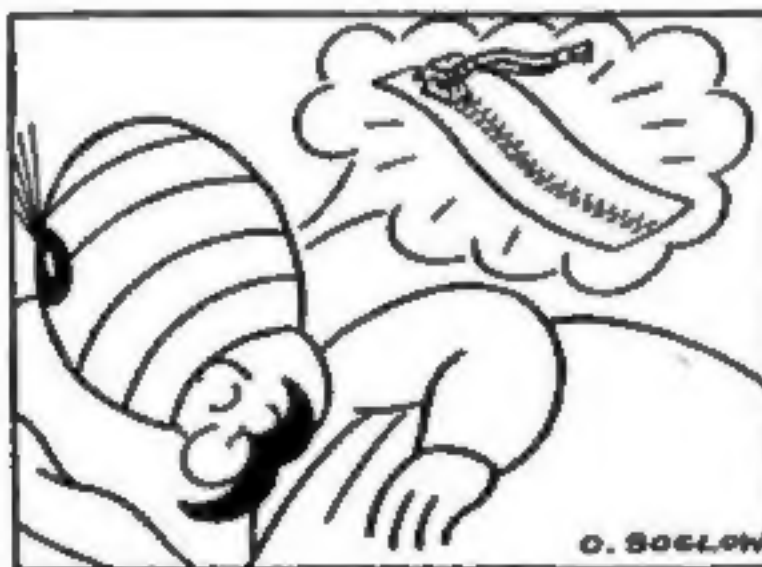
2. CALLS on dentist to find out if the principle behind Crown's exclusive die-casting process (molds zipper teeth right on tape) can be applied to his own teeth.



3. ORDERS all postwar luggage equipped with the sensational new "double-acting" Crown Zipper that permits two sliders on one track, opens at any given point.



4. RUNS to his tailor's following an embarrassing experience with an old-style, conventional zipper. Instructs tailor to make all future trousers with Crown Zippers, which won't lock open.



5. DREAMS of the day the war is over and Crown engineers—fresh from their experience in redesigning hundreds of military items—can sit down with his own designers to solve peacetime zipper problems.

## LIFE'S REPORTS (continued)

with defeat in Germany. U. S. home-front troubles, he said, include depleted manpower, labor shortage, labor strikes, material shortage and financial difficulty. He then added a favorite Japanese explanation of U. S. military moves: "The United States leaders attempted something flashy to attract the attention of the people and regain power to guide the national war efforts."

The Japanese Diet puts great faith in America's inability to stand heavy casualties which, they believe, will inevitably lead to a breakdown in home-front morale. "We will bleed the enemy white" is a frequently repeated resolution. In one broadcast a commentator actually expressed joy that U. S. troops had invaded Luzon because "now the Japanese can annihilate them in large numbers." And when Manila fell to MacArthur's forces, Radiotokyo announced, "The coming of the Americans to Manila is exactly what our side waited for, and our bleeding tactics, which are our aim, will now enter the positive stage."

The B-29 raids on Japan, in Radiotokyo's version, have caused "negligible" (the word appears in every communiqué lately) damage and have merely afforded so much practice for Nippon's intrepid fighter interceptors. Radiotokyo screamed mightily when a bomb was said to have hit the outer precincts of the sacred grand shrines at Ise a few days ago. Premier General Koiso called on His Imperial Majesty Emperor Hirohito to apologize, apparently for having let it happen.

### The propaganda armor shows a few cracks

As usual in such cases a stooge was picked out. Mr. Mitsuru Tomita, leader of the Federation of Japanese Christians, said, "The indignation of the Japanese far exceeds that of Catholics when the enemy bombed the Vatican. . . . Americans have disqualified themselves for future mission work. . . . Americans have proved themselves to be the worst enemies of mankind." The Domei correspondent described the indignation among soldiers of the Manila anti-aircraft unit when they heard of the incident: "The blood of all these soldiers is boiling. All have requested transfer to the Lingayen front as *banzai* troops."

It is interesting to note that whereas the Japanese claim the bombing of the Ise shrine was deliberate, that B-29s hit what they were aiming at, Japanese aircraft factories are apparently immune to bombs. Such discrepancies regarding the accuracy of American bombing do not seem to faze Radiotokyo one bit and the Japanese continue to prove to their own satisfaction that the U. S. is wasting its time in raiding Japan. The Domei News Agency arrived at this wistful conclusion: "One begins to doubt whether or not the enemy's long-range assaults are worth his while."

Lately a couple of cracks have appeared in the Japanese propaganda armor, but they are difficult to detect. Tokyo admits nothing. Tokyo merely gives a pleasant twist to unfavorable news. Thus, when the Tokyo Chamber of Industrial Economics recommends that munitions plants be placed under military control, it is not to facilitate repair caused by air-raid damage; it is to increase production by repairing air-raid damage. And when Japan is forced to resort to building wooden ships and oil barges, it is not because iron ore is lacking; it is announced triumphantly that the "present record is most encouraging in view of the attrition which is now going on in the Philippine war theater."

This extraordinary overoptimism in the face of the facts infects not only the newscasters and commentators of Radiotokyo, but even responsible Japanese military and naval leaders. When General Masaharu Homma recently urged the Japanese Grand Fleet "to abandon its passive role and deal a sledge-hammer blow in the Philippines," he may have been rubbing a little salt in the navy's wounds. But more likely the navy had not risked loss of face by telling Homma just what shape it was in. The general probably does not know that the navy has very nearly run out of cruisers and is so short of destroyers it must convoy with patrol boats or whatever else is at hand.\*

After two weeks of continuous listening to Radiotokyo I have decided that my favorite phrase is this one: "All the American ships were instantaneously sunk or damaged."

\*The strange and sometimes suicidal tactics of Japanese military commanders are explained, says Major Eugene A. Wright in this month's *Infantry Journal*, by the fact that they are often duped by false reports from the field. According to Major Wright: "No subordinate wants to call for reserves or to admit that he cannot stem the Allied advance. . . . Minor gains are painted as major victories. A few casualties inflicted on the enemy become a *gokimatsu*, or annihilation, a word that the Japs love. . . . The high commander has been given a rosy picture of the situation at the front line and he learns too late that his force has been decimated."

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NEATLESS WONDERS..."*

**SAYS ELSIE, THE BORDEN COW**



*A Slice of Bread plus a touch of GENIUS!*

You start with a slice of bread, cover it with slices of BORDEN'S CHATEAU (that grand cheese-food-of-a-hundred-uses!). Top with a slice of tomato or a dash of catsup. Then pop it under the broiler and let the ripe, aged Cheddar goodness sink right in! Why, that flavor's like nothing you've ever tasted! It's got that extra-special something you get to expect in a Borden's cheese!



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So you think you've tasted macaroni. But lady, till you've tasted macaroni baked with BORDEN'S GRATED AMERICAN, you just don't know what a proud, proud dish it is! Borden's Grated American has a really rich, authentic Cheddar tang you don't find often nowadays—and it's grated so fine that every morsel it touches is blanketed in goodness!



*Success school for Fish Salads!*

Give your Lenten fish salads real glamor with a brand-new chopped pickle and pimento dressing. Quick 'n easy, thanks to Borden's great idea—RELISH WEJ-CUT CREAM CHEESE. (Relish and pimento are right in the cheese!) Here's the recipe: Place one Borden's Relish Wej-Cut in a bowl with 4 tablespoons of real mayonnaise. "Work" with a fork, then beat till smooth. Makes 1 cup dressing—and your reputation as a cook!

**Remember, please.** Tons and tons of Borden's Fine Cheeses go to our fighting men and allies. So if your food store hasn't the particular cheese you want, try another Borden's variety. They're all fine eating, fine nourishment! For... "if it's Borden's, it's got to be Good!"

Tune in ED WYNN in Borden's New Radio Show...  
Mondays, 9 P M., E.W.T. ... Blue Network

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WONDERFUL "BUYS" FOR YOUR POINTS AND PENNIES

MEN'S DEPARTMENT



**It's a man's idea** of an all time perfect dessert or bedtime snack—smooth, rich, mellow mild BORDEN'S MILITARY BRAND CAMEMBERT CHEESE! There's nothing like it in the whole wide world. Don't expect conversation from the man who's eating *this*. For Camembert is a truly great cheese... it deserves his full attention! (Be sure to serve Camembert at its ripest best... Keep it in your refrigerator till the center's soft and creamy.)




© The Borden Co.



# "What do you mean ... EX-service man?"

THE sergeant grinned as he slipped me my mustering out orders:

"Well, where do you go from here, EX-service man?"

"Kindly omit the 'EX,'" I said. "I was a service man long before I got into this man's army, a Texaco Service man, and I'll be one again when I get home."

As a Texaco Dealer, I'll have something the motorist can't get anywhere else — a swell line-up of special service features. My business will grow, just as it did before the war, because people like Texaco's Registered Rest Rooms, Circle Service and all the others.

"Drive into my station some time, Sarge, and see what a real service man can do for your car!"

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Circle Service — Quick, systematic service all round the car!



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Sky Chief Gasoline — For those who want the finest for post-war driving!



Insulated Havoline and Insulated Texaco Motor Oil



Marfak — Chassis lubricant especially made to stick to the job!

You're welcome at

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TUNE IN . . . Texaco Star Theatre every Sunday night starring James Melton, Complete Metropolitan Opera broadcasts every Saturday afternoon. See newspapers for time and stations.







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## LIFE

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### LIFE'S COVER

A native of Boston, Blanche Rybiaka (née Christian) spends ten months a year at Mont Tremblant, ski resort in Canada where she and her husband Benno give ski lessons. When Blanche glides down the slopes all the skiers stop and watch not only because of her grace and skill (in this picture she wears the Tremblant leaf for winning the mile speed race), but because her clothes are so attractive. For more on Blanche and Mont Tremblant, see pages 91-99.

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## TONIGHT WE CELEBRATE!



"WHY?...because today I bought a lifetime of security for you and me and the youngsters. That's right! . . . All wrapped up in a little piece of paper. Signed, sealed and delivered! Remember how we've always dreamed about taking it easy someday, after the children grow up? Well, I've got it fixed that way now. Not only that. I've also got it fixed so you and the children won't have any financial worries just in case anything should happen to me.

"Of course, I always figured that Social Security would take care of our needs in later years, but the other day a friend of mine really set me straight on that score. He introduced me to a Mutual Life Representative, who was specially trained to give information about Social Security. He explained to me that Social Security would be a help, but said there were few people who could get along on those benefits alone. Then he showed me how a small amount of life insurance, when added to those benefits, would make years of retirement a happy reality for both of us when I'm 65."

There's a Mutual Life Representative in your community who can do as much for you. For your own future happiness give him a hearing when he calls.

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## THE MUTUAL LIFE

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JAMES THURBER DRAWS WITH A TREMULOUS HAND ON LARGE SHEETS OF YELLOW PAPER. POWERFUL WATCHMAKER'S MAGNIFIER HELPS HIS GOOD EYE TO SEE WHAT HE IS DOING

## SPEAKING OF PICTURES . . . . . . THURBER AMUSES PEOPLE BY MAKING THEM SQUIRM

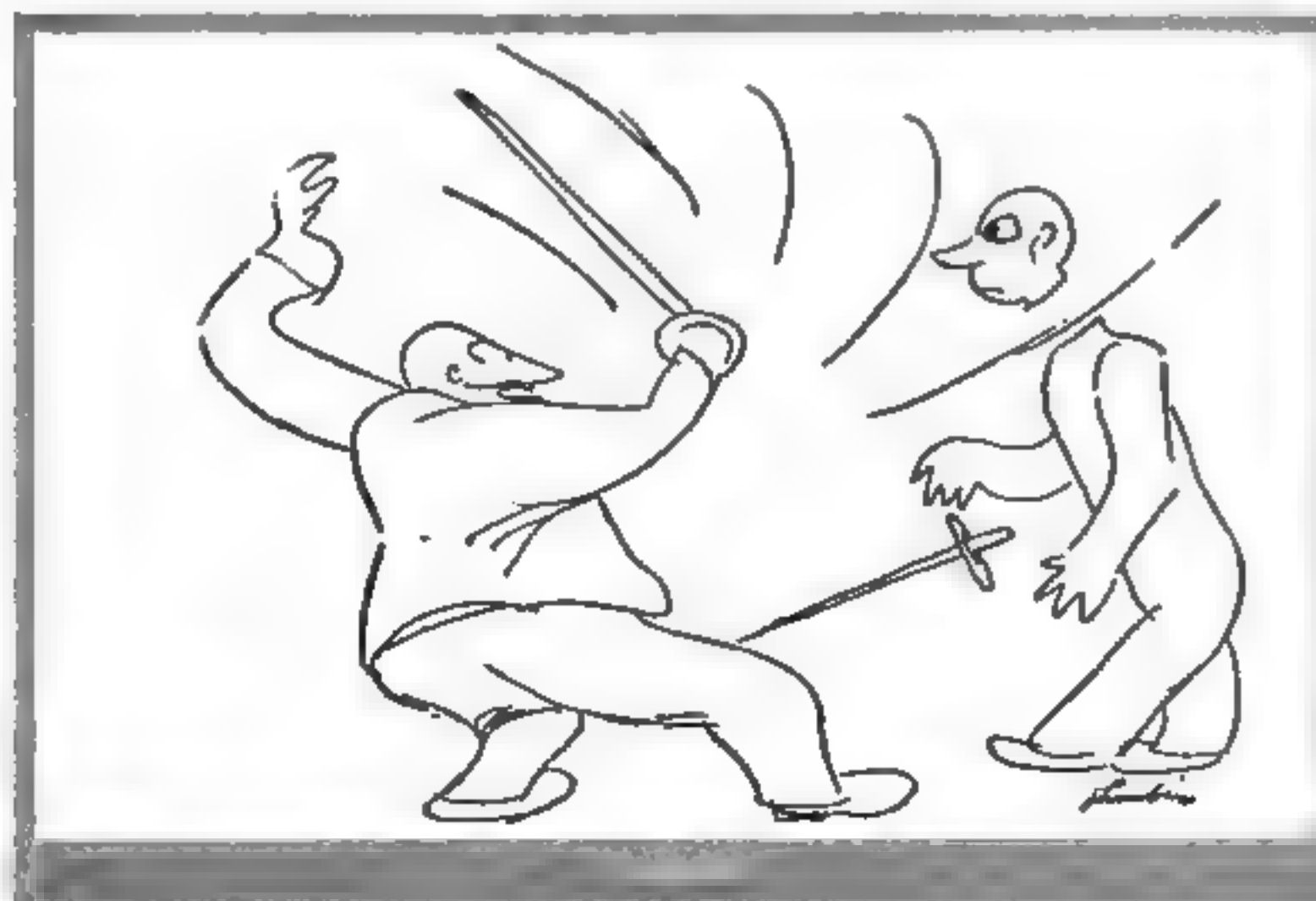
The most disturbingly funny humorist in the U.S. is *The New Yorker's* ace satirist, James Thurber. For the past 15 years Ohio-born Thurber's drawings of furtive men and truculent women have given smart Manhattanites twinges of uneasy laughter. His characters, who frustrate each other with intense singleness of purpose, inhabit a world of permanent desperation. An anthology of Thurber's drawings and stories, *The Thurber Carnival* (Harper & Brothers, \$2.75), has been

chosen by the Book-of-the-Month Club, giving Thurber's work a chance to reach nationwide popularity.

Thurber never took a drawing lesson. But his scrawling draftsmanship has been praised by art critics because it expresses more about human character in a line than most trained artists get into a canvas. A brilliant short-story writer, James Thurber took up drawing seriously after a fellow writer rescued some of his scrawls from a wastebasket and pointed out their

merit. Nearly blind—he lost one eye in a childhood accident, sees badly with the other—Thurber does his drawing aided by a powerful Zeiss lens but works with great speed (*see opposite page*). Thurber possesses one of Manhattan's most jittery personalities. Often, when feeling depressed on his days off, he calls *The New Yorker* office, inquires whether Mr. Thurber is in, feels reassured when told by the switchboard operator that he is expected in on the following day.

CARTOONS BY PERMISSION THE NEW YORKER

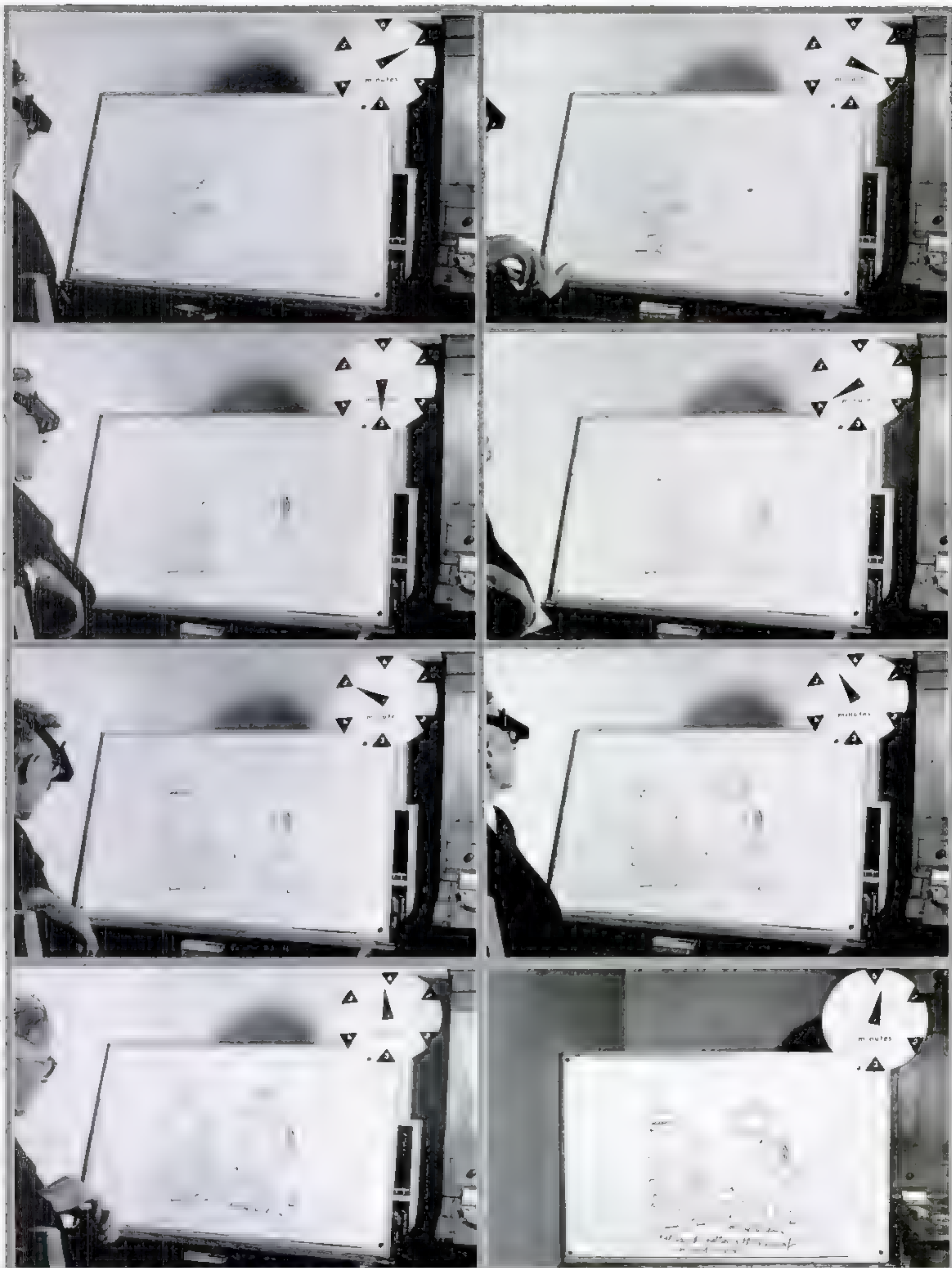


A love of violence often crops out in James Thurber's characters. The caption for this cartoon is a typical whimsical Thurber understatement pushed to the point of hilarious overgratuity.



A love for being unhappy is exhibited by Thurber's married men, often shown in scenes of intense domesticity. Thurber's sad, preoccupied dogs always seem to understand their masters.





Thurber draws a cartoon in  $6\frac{1}{4}$  minutes, did this one for LIFE to show his speed. Dial at upper right of paper shows minute-by-minute progress. After  $5\frac{1}{2}$  minutes he changed picture on

wall to lamp which immediately suggested idea for the caption at bottom of finished drawing. Caption indicates husband's feeble protest against wife's eccentric tastes in lighting fixtures.



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The HIGHLIGHT



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## SPEAKING OF PICTURES

continued



Mrs. Thurber, who was once the editor of a pulp magazine, helps her husband pass leisure hours by reading to him in the living room of their Manhattan apartment.



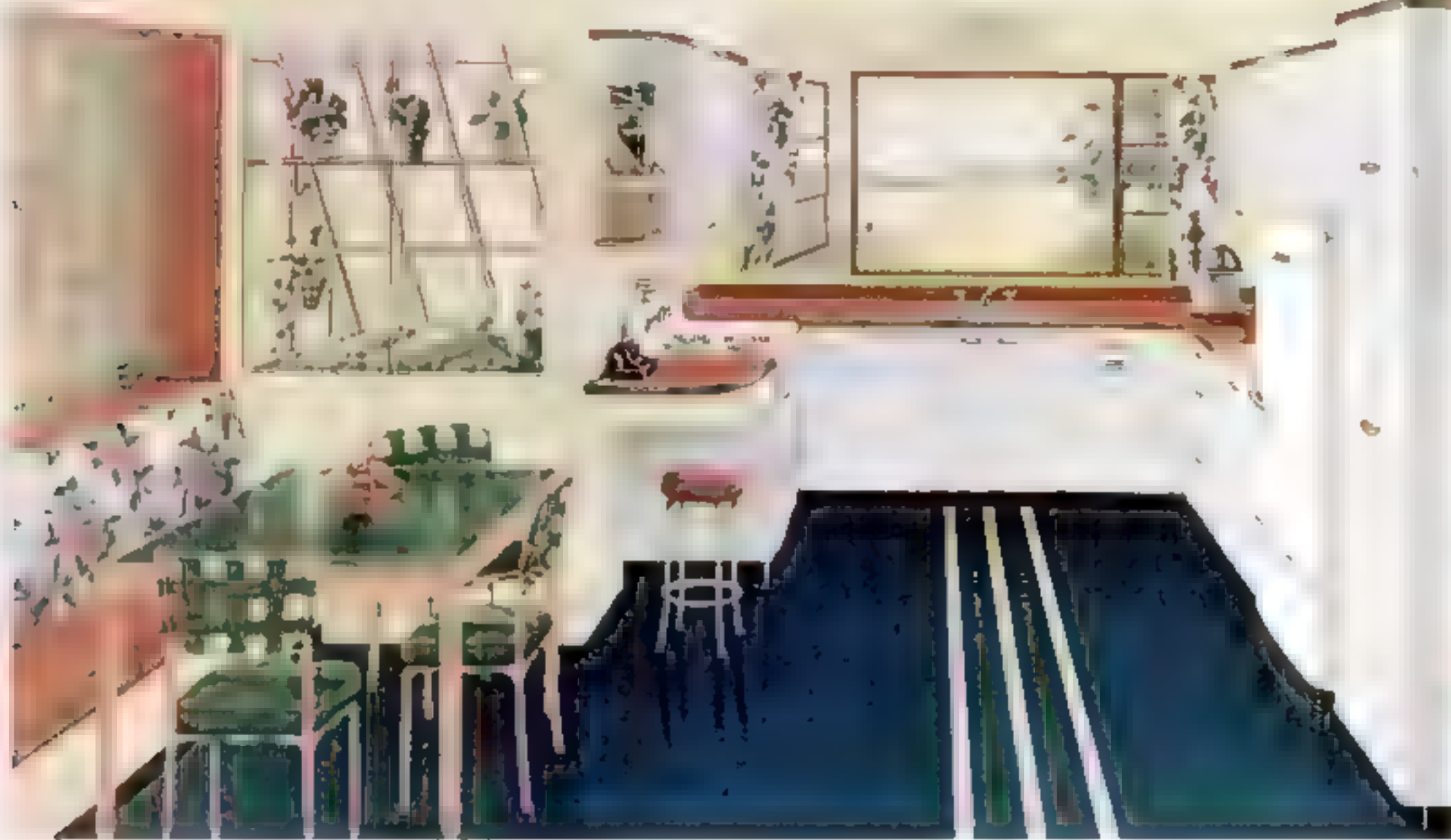
Guessing game played with matches is James Thurber's favorite sport. Dramatist Richard Watts Jr. (left) plays it with him while Actor Robert Montgomery looks on.



Bespectacled, shy, nervous as a colt, Thurber, who is 50 years old, keeps late, dress in faded unpressed suits, works successfully only when he is puffing cigars and writing.



# How to plan your post-war kitchen!..



MAKING your dream-kitchen come true is far easier now than ever before. Hotpoint is prepared to help you plan for the kitchen you want to build or remodel after the war! For ten cents you can get the new 24-page booklet, "Your Next Kitchen by Hotpoint", which brings you the expert advice of our skilled architects, engineers and home economists. You'll find six full-color model kitchens, basic rules for placing appliances and storing utensils, the latest facts about wiring and lighting—*hundreds* of other practical hints and suggestions. And the booklet also tells how you can get free blueprints of kitchens—or our special *personalized planning service*.

Fill in the coupon below and send for this attractive booklet today! You'll agree that it's a lot of help and guidance (and a lot of *book*) for only ten cents!



The cost of a Hotpoint Electric Kitchen averages about 10% of home-building costs.



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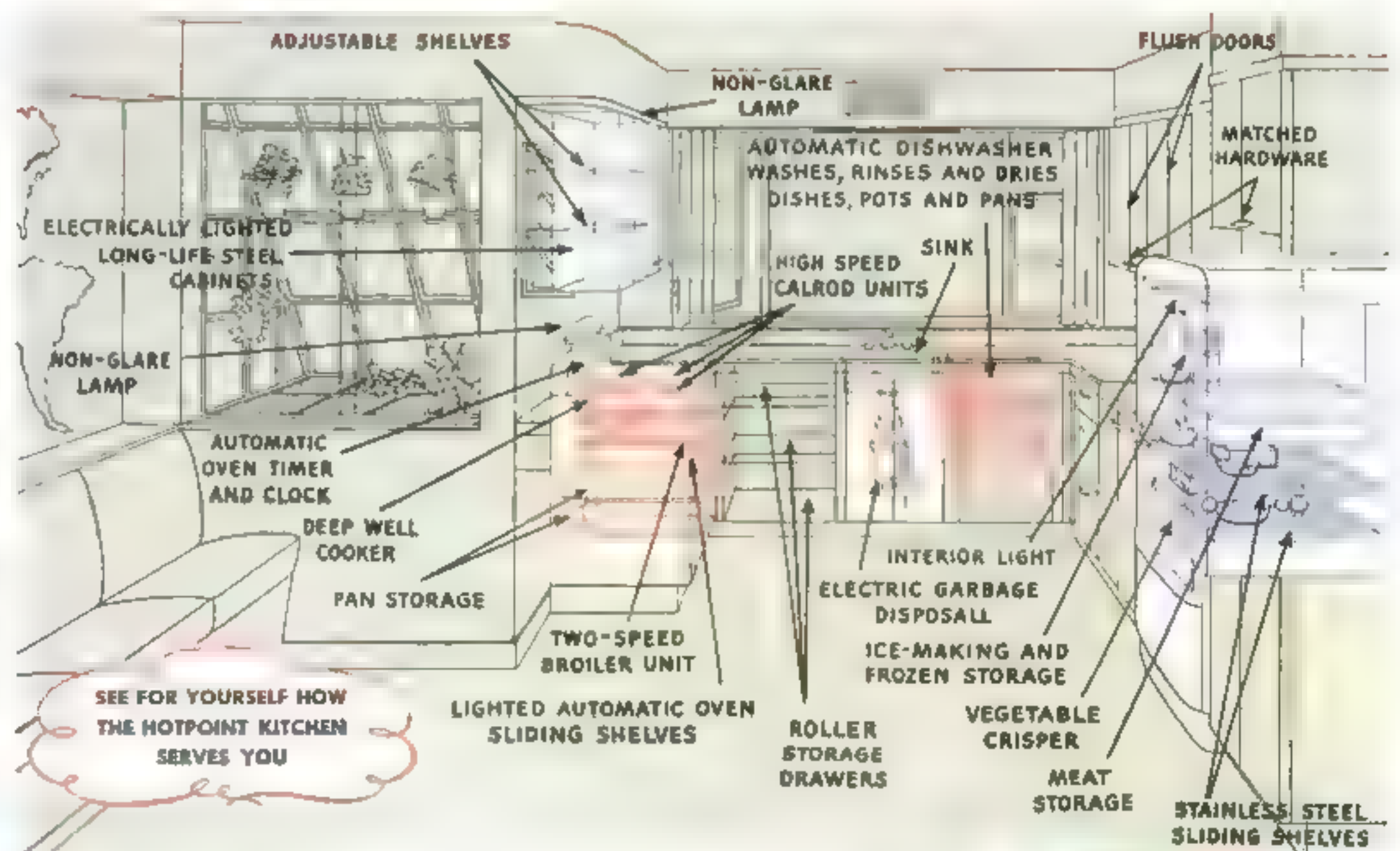
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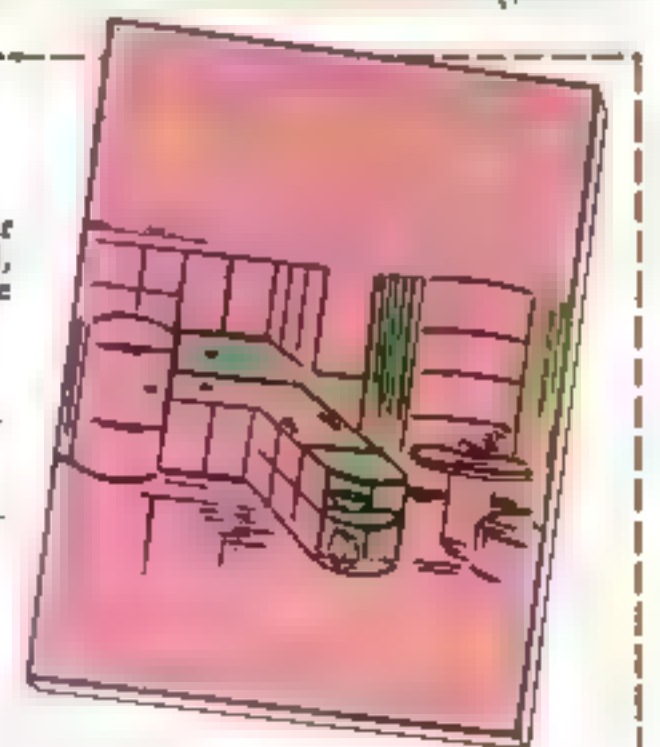
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# GRAPEFRUIT TASTES SWEETER WITH SALT!

You know that recipes for sweet desserts—cakes, pies, puddings—almost always call for *salt* . . . because it brings out more flavor.

Now, see how well the same trick works when you put a dash of pure, cool Morton's Salt on grapefruit!

Thousands say it provides a new flavor

thrill . . . makes grapefruit taste even sweeter.

Be sure you use Morton's, the famous extra-quality salt that brings out grand flavor in *all* foods.

Your grocer is now featuring a combination sale of Morton's Salt and Grapefruit. Look for the display today.

**When it rains it pours**





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### LIFE'S PICTURES

A. T. Steele has traveled in the Far East since 1942 covering the wars there as a foreign correspondent. Last year he became the first American correspondent to reach Lhasa, the forbidden capital of Tibet. His very rare pictures of the 9-year-old Dalai Lama, ruler of Tibet, are shown on pages 35-38. Willing and amused to have his picture taken, the young lama smiled broadly at Mr. Steele. The Tibetan priests believers in reincarnation, were awed for this meant to them that Mr. Steele must have known their ruler in a former life.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

#### COVER—ALFRED EISENSTADT-PIX

- 12—T. ROBERT LANDRY  
13, 14—ROBERT LANDRY  
15—CARL MYDANS  
20—CARL MYDANS  
21—CARL MYDANS (2)—U. S. ARMY SIGNAL CORPS (2)  
22—A. P.  
23—U. S. ARMY SIGNAL CORPS  
24—BROWN BROTHERS, UNDERWOOD-STRATTON, JOINT BUREAU OF INSULAR AFFAIRS-WAR DEPARTMENT—HUR., BROWN BROTHERS (2)—INT., BROWN BROTHERS, U. S. NAVY—CENTRAL BUREAU OF INSULAR AFFAIRS-WAR DEPARTMENT, W. W., BROWN BROTHERS  
25—BROWN BROTHERS, PHILIPPINE FREE PRESS, BROWN BROTHERS—"THE COMMONWEALTH OF THE PHILIPPINES" by GEORGE A. MALCOLM published by D. APPLETON-CENTURY, KEYSTONE, UNDERWOOD & UNDERWOOD—KEYSTONE, UNDERWOOD & UNDERWOOD, HUR.—HUR. (3)  
26—HUR., UNDERWOOD & UNDERWOOD, HUR.—BROWN BROTHERS, W. W., HUR.—UNDERWOOD & UNDERWOOD KEYSTONE (2)—KEYSTONE, A. P., H. H. HILSCHER  
27—Courtesy KARL FELZER, MELVILLE JACOBY, CARL MYDANS—HUR., CARL MYDANS, HUR.—A. P., MELVILLE JACOBY, Courtesy LIEUT. M. WASELL-USNR—EDWARD CLARK, W. EUGENE CLARK  
29—ELIOT ELISHOF  
30—EDWARD CLARK (2)—EDWARD

#### CLARK, MARIE HANSEN—WALLACE KIRKLAND (2)

- 31—WALLACE KIRKLAND  
32—GORDON COSTER  
35, 36, 38—A. T. STEELE  
41, 42, 44—WILHELM DARTY-GRAPHIC HOUSE  
49 through 56—All drawings by JAMES LEWICKI  
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73, 74, 76—NAT FARMAN  
79, 80, 82—VORISS FISHER  
85, 86, 87—GERMAINE KELLERMAN from "THREE LIONS"  
88—Lt. ROBERT L. DESMOND (3)—U. S. CAMERA FEATURES, for GERMAINE KELLERMAN from "THREE LIONS"  
89, 90, 91—GERMAINE KELLERMAN from "THREE LIONS"  
92, 93—T. L. GERMAINE KELLERMAN from "THREE LIONS"  
94, 95—GERMAINE KELLERMAN from "THREE LIONS"  
96, 103—U. S. ARMY SIGNAL CORPS  
105, 106, 109—UNIVERSAL PICTURES  
110, 111, 112, 113—MARIE HANSEN  
114—JOHNNY FLOREA—Courtesy RUSSELL BIRDWELL AND ASSOCIATES  
115—RALPH CRANE—B. E.—GENE KOENIGMAN  
116—PHILIPPS HALEMAN

ABBREVIATIONS: BOT., BOTTOM; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. E., BLACK STAR; HUR., HUROPRAN; INT., INTERNATIONAL; USNR, U. S. NAVAL RESERVE; W. W., WIDE WORLD



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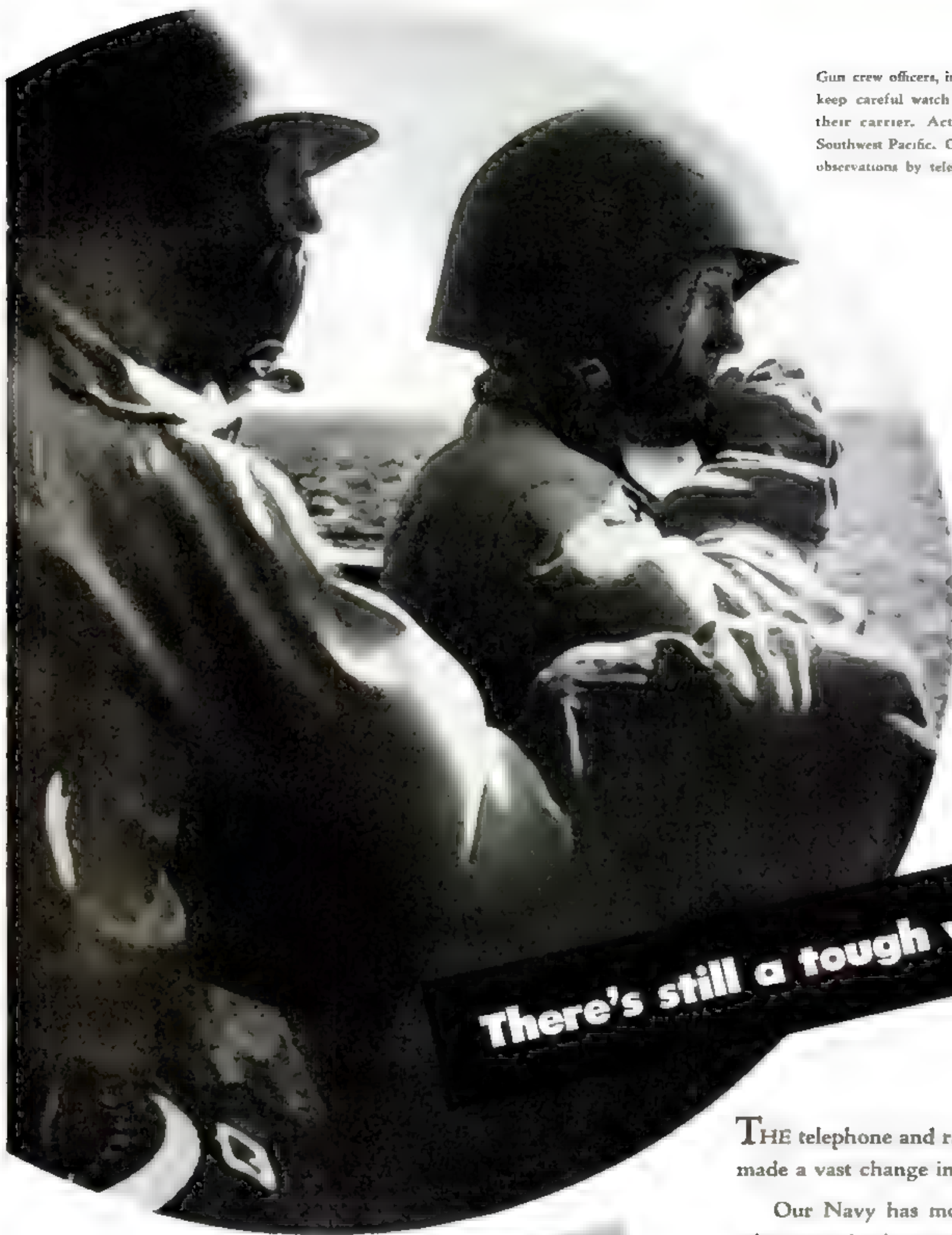
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Gun crew officers, in helmets and flash gear, keep careful watch following an attack on their carrier. Action took place in the Southwest Pacific. Officer at right is relaying observations by telephone.

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**—and the armed forces need vast amounts of telephone and electronic equipment.**

THE telephone and radio on ships and planes have made a vast change in naval warfare.

Our Navy has more of these things than any other navy in the world. The battleship Wisconsin alone has enough telephones to serve a city of 10,000.

A great part of this naval equipment comes from the Western Electric Company, manufacturing branch of the Bell System.

That helps to explain why we here at home are short of telephones and switchboards.

**BELL TELEPHONE SYSTEM**







FILIPINO GUERRILLAS CELEBRATE ARRIVAL OF THE AMERICANS BY PARADING IN THE STREETS WITH AMERICAN AND FILIPINO FLAGS HIDDEN DURING JAPANESE OCCUPATION

# U. S. WINS HEART OF THE PHILIPPINES

When U. S. troops landed on Luzon in January, they began a battle for the strategic key to all the Philippines. When they entered Manila 26 days later they were taking possession of the key to Luzon.

The taking of Manila was more than a strategic fact. It was revenge, fulfillment, liberation and great joy. For the Filipinos it was the end of a conqueror's corrosive greed. For the soldiers who entered the city it was the focus of three years of preparation and campaigning. For more than 5,000 American internees and prisoners of war it was freedom.

Although Manila was emotionally in American hands last week, the Japanese still fought hard in parts of the city. Japanese mortar shells crashed in Santo Tomas University and the old Bilibid Prison,

where most of the American captives had been kept. Even after U. S. troops had pushed through the northern half of the city to reach the Pasig River, which runs through the middle of Manila, Japanese soldiers were still setting fire to the northern city's modern business district. Across the river the Americans could hear thundering demolitions in the dock area and in the ancient walled city, also fired by the Japanese. Rain dampened the fires but an oppressive cloud of smoke hung over Manila.

General MacArthur's Army was coming to the end of a campaign against an eccentric and unpredictable enemy. After the bounding amphibious advance in New Guinea, it had fought a full-dress battle with the Japanese on Leyte. But in successive jumps the

battle never came off. On the islands of Samar, Mindoro and Marinduque, the Japanese resistance was spotty or nonexistent. On Luzon the Japanese gave easily before the main U. S. drive to Manila but fought desperately to keep U. S. forces from the northern part of the island. The Japanese gave up airfields, harbors and cities, keeping the mountains and the less populated northern valley.

With the men who had fought into Manila was LIFE Photographer Carl Mydans. With a U. S. motorized column, Mydans accompanied a daring dash into Manila to rescue the 5,500 Americans interned at Santo Tomás, where Mydans himself had been interned after the fall of Manila in 1942. His account of the liberation of Santo Tomás begins on next page



# "MY GOD! IT'S CARL MYDANS"

Thus Santo Tomás greeted LIFE photographer when he returned with American rescuers to Manila prison camp

by CARL MYDANS

*For some soldiers and a few civilians who went back to Manila with General MacArthur, the event had an emotional meaning above patriotism or pride in American accomplishment. One of these civilians was LIFE Photographer Carl Mydans, who had been captured in Manila in 1942 by the Japanese and interned, with his wife Shelley, at Santo Tomás camp for more than nine months before leaving the Philippines for ultimate repatriation to the U.S. Back once again in Manila, the sound of gunfire still crackling in his ears, Mydans sat down last week and wrote this simple report of an American's return.*

**W**e were 700 strong, headed by tanks and followed by jeeps, weapon carriers, command cars, trucks and engineering and service outfits, with more tanks bringing up the rear. Our task was to slash through 60 miles of Jap-held terri-

tory to liberate and secure 3,700 American men, women and children who had been interned by the Japanese at camp Santo Tomas in Manila for more than three years. We started on Feb. 1 from a sugar-cane field 60 miles from Manila.

Our outfit, the 2nd Squadron of the 8th Cavalry Regiment of the 1st Cavalry Division, was commanded by Lieut. Colonel Haskett Conner, who gave his final orders to the men in a Luzon sugar-cane field, speaking in a quiet voice to the undertones of tank engines spitting and growling.

The trucks and jeeps were loaded with men and bulged with heavy and light machine guns and 20- and 40-mm. cannon. This was the modern version of a mounted cavalry unit, designed to use mobility and firepower to blast through the Japs, killing those ahead of us, pushing off flank at-

tacks and letting the enemy then flow in behind us after we had passed. It was a proud outfit and it did itself proud.

Late on Feb. 2 we reached Bigaa, 18 miles from Manila. Sometimes we rode on highways, more frequently on carabao paths. In places we cut our way through areas where roads had not been before. We had to ford most of the rivers because the Japs had blown out the bridges. Constantly we ran into pockets of the enemy. But we moved so fast that we met only those surprised along the route. We shot them up with racking fire of everything from everyone in our train, firing both sides of the road, and kept moving.

We were to break into Manila and enter camp Santo Tomás on Feb. 3. We started from Bigaa in full moonlight precisely at midnight and by dawn we were at the tiny village of Santa Maria where



ON SHIP. CORNCOB IN MOUTH, MACARTHUR DEFEATS JAP. PATTERN OF INVASION



the bridge was out and Japs were contesting our river crossing. But we had been through this kind of thing before. Reconnaissance was sent out to find a ford. Our mortars ripped across the river and Jap fire ceased. Then church bells in the village began to toll and that was the old signal the Japs had fled and the village was liberated. A tired lieutenant sprawled at the base of a tree said, "There goes the bell. Another town's been liberated—for a day or two."

### We roll through an ambush

At 10 o'clock we were assembling to push on when a radioman rushed up to Colonel Conner and reported, "Our recon has been ambushed. They're calling for help and mortar fire." In a moment we were all on the move forward, priority being given to those units which were needed at the fight first. Again tanks and mortars did their job and we rolled through burning Jap trucks, houses and Jap bodies. There was no time to examine the battlefield. There were Japs around, so we pushed through and kept going. Every man and every vehicle in the squadron had a fixed position, but there was frequent debate as to whether it was safest at the head or tail of the column.

We would pass through barrio after barrio,

where every man, woman and child would be out waving, shouting victory, handing us flowers, eggs, asking for cigarets, and there could be no doubt of where their warm and deep convictions lay. I was more moved by these people welcoming us than by the victory marches I have been on as we liberated southern France.

Then we would pass into country with barrio after barrio emptied of all its people, pigs and chickens. Here we sat with our guns at the ready, for this was an inevitable sign that Japs were near. "It's almost impossible to prevent ambush when we move troops through the countryside in this manner," Colonel Conner said, looking sharply into the trees on both sides of the road as we passed. "It's about the same thing as following a trail in the jungle. The first men get knocked off."

We rode on into the afternoon and the colonel showed his first impatience. "We ought to have been in Manila by now," he said, and sent a messenger forward with an order to speed up and not stop and fight unless Jap fire was heavy.

The Jap fire became heavier and heavier as we cut down the miles to Manila. Now it was raining and we were wet and the lead tanks were squashing the dirt road into a slippery mess. At Vicente, Jap fire stopped us for an hour. It's an exciting sight to watch well-trained troops run

suddenly into the enemy, halt in a split second, dismount and take cover, move on into the fight. No football team moved with more coordination and cooperation than the 2nd Squadron did that day. In the midst of the fight and with pinging bullets all around, I found myself watching, fascinated at the squadron's fighting skill.

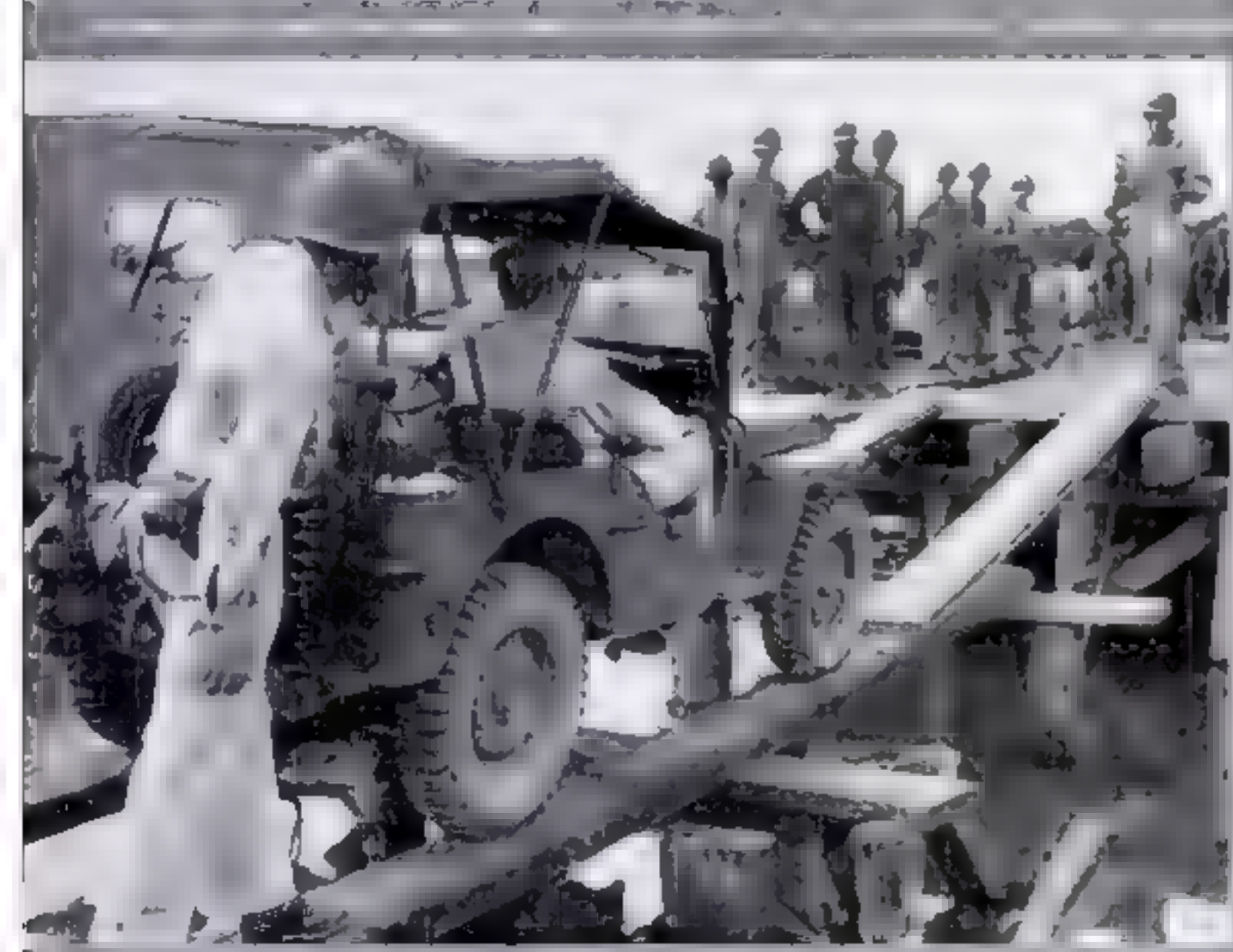
When the last enemy shot was fired, the signal was passed. Every man leaped into his vehicle as he would onto a horse and we were off again, guns blasting from both sides of the road to cover us.

My position was four jeeps back of the two leading tanks and the rattle of their 50s and of intermittent 75s, filled my ears every time we passed a wood or house or knoll that could harbor a Jap. I have not yet got this sound out of my ears and I hear it even now as the typewriters rattle beside me.

### The colonel keeps hurrying

Colonel Conner was pressing his squadron and, as the lead tankman in his turret looked back, we were sure to see the colonel's fisted hand jerking up and down, the signal to speed up. We were now moving into the area where the Japs had not yet blown bridges, and as we roared into Novaliches, eight miles from Manila, it was after 5

CONTINUED ON NEXT PAGE





## PHILIPPINES (continued)

o'clock. Tanks were just making the turn onto the bridge over the river which headed them due south for Manila when all hell opened up from both sides of the road. Brakes ground to an instant stop and tank hatches closed. We all hit the sides of the road and, behind jeeps and trucks, each column faced outward, covering its side of the road. For a few moments there was heavy firing from the Japs but overpowering concentration from our column cut the enemy's fire down moment by moment. The tanks were now concentrating on a two-story house and, after raking it with machine guns, they burst a 75 into it. Foot soldiers were now combing both sides of the road, shooting small groups of Japs here and there. Major James C. Gerhart, executive officer of the squadron, rushed up and asked Lieut. James P. Sutton of the Navy's Mobile Explosion Investigating Unit, who was attached to us, to "come over here quick, the bridge is mined and the fuse is burning." Sutton, who had been firing steadily beside me from cover of the road, jumped up and, ignoring all cover, followed Gerhart to the bridge. The fuse had about 14 minutes to go. It would have set off over 400 pounds of TNT and 3,000 pounds of picric acid if Sutton had not come up to stop it.

### The major shoots from the waist

Again the colonel's clenched fist jerked up and down and we were on our last leg to Manila. The train was already under way when Gerhart, running to toss himself into his jeep, spotted a Jap running 75 yards away. Without slowing his pace and shooting with his carbine stock at his belly, he drilled the Jap sentry through the back and swung himself on his jeep.

Later, when I commended him on his shooting, he said, "Hell, I've been teaching my boys to shoot from the waist for three years. I sure had to show them I could do it myself." Gerhart comes from Santa Fé, N.M. and is the organizer of the "Revenge Bataan Unit" for New Mexico boys from Carlsbad who were antiaircraft gunners at Clark Field on Dec. 8 when the war started, and who did such a brilliant job on Bataan. Sgt. Joe Smith, whose story appeared in LIFE (Dec. 22, 1941), is one of their idols.

The sun was setting now in a huge red globe and tenseness in the column increased as we approached the city's outskirts. We had just run through a small group of waving, cheering Filipinos and had a moment to relieve the pain in our backs, shoulders and necks which comes from constant and unconscious stooping to keep low when expecting enemy fire at any second. But now we were again in a deserted area and we were passing a column of loaded Japanese military trucks which had been abandoned by the road. They were intact and loaded with Japanese supplies and we knew they had just been abandoned and Japs were close by in the houses and fields we were passing through.

The men about me looked tired now and word was constantly passed, "Be alert," and there was not a rifle or machine gun in the column which was not pointing outward, trigger fingered.

Suddenly a Chinese boy came up out of a ditch, flagged down our jeep and shouted, "Japanese in cemetery," and pointed to a small hilly cemetery right alongside of us. The men in the jeeps on either side of us had already dismounted and, kneeling or in prone position, were covering when two Japanese jumped up and rushed for the knoll of the cemetery. The cavalry boys, quick on the trigger, fired. The Japs made it over the knoll, right into the 50s of jeeps on the other side of the hill and were cut down. The Chinese boy shouted, "Good, good," and then something waved from behind a gravestone and Gerhart was on it in a flash but the Chinese boy shouted, "No, no. Filipino." We waited until he came out for fear the following cars, with men trained to shoot first and investigate later, would cut him down.

When we got to Grace Park airfield at the edge of Manila the hangars were burning briskly and had obviously just been set. It was getting dark and speed was everything. We passed a street with Japs a hundred yards away, hurriedly getting into trucks, but we let them be. As we entered the north end of Manila itself hysterical Filipinos greeted us.

Suddenly we swung into the area down Rizal Avenue where Filipinos had deserted their shops and homes. I saw someone down the street and waved frantically for him to come up. He would not move. A soldier threatened him with a carbine and he came, slowly, reluctantly. He was Chinese and very nervous. He told us that there were many Japs on the other side of the barricade and that the barricade

**MYDANS STORY CONTINUES ON PAGE 96. STARTING PAGE 24 IS A PICTURE HISTORY OF THE PHILIPPINES**



Rescued American prisoners, sad-eyed and gaunt after three years in Japanese camps, file into an evacuation hospital. These men were rescued by a Ranger raid at Cabanatuan camp.



Exhausted by hike from Cabanatuan, one of the rescued men sleeps crumpled on his side. Some of the prisoners were survivors of "death march" from Bataan to Camp O'Donnell.



Resting happily, another prisoner stretches out on clean blankets and a soft pillow. Many other military and civilian prisoners were released later when Americans entered Manila.





THE MEDICS BRING OUT INFANTRYMEN WHO WERE WOUNDED  
WHEN JAPANESE ARTILLERY SHELLLED THEM IN THE HILLS



# THE RECAPTURE OF MANILA IS THE LATEST CHAPTER IN MODERN PHILIPPINE HISTORY



**1—Magellan's landing** in 1521 opened the Philippines to the Western world. He landed on Cebu, a month later was slashed to death by bamboo spears invading island of Mactan, hostile to his Cebu friends.



**2—Spanish rule** began in 1565 with Conquistador Legaspi. Vestiges like Manila's Santiago gate (above) remain.



**3—British landed** in 1762 at Fort San Antonio de Abad near Manila, chief interruption to Spanish rule. They left in 1764. The Spaniards taught the Filipinos Christianity and Spanish but at cost of gold and continual levies.



**4—José Rizal**, greatest Philippine patriot, was the first to criticize Spanish rule as people grew restive. Though he advocated peaceful reforms, the Spaniards executed him during 1896 rebellion. His birthday is still celebrated (above) before his many monuments.



**5—Emilio Aguinaldo**, fiery insurgent commander, led armed revolt that was sparked by gentle Rizal's death.



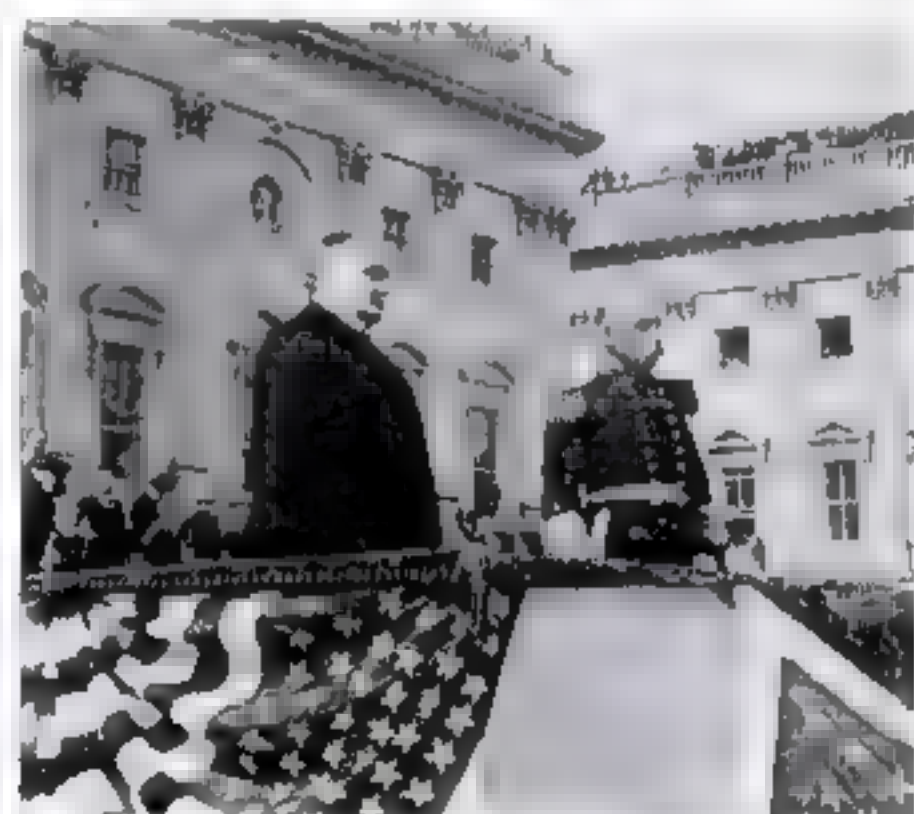
**6—In Battle of Manila Bay** on May 1, 1898 Commodore George Dewey destroyed the Spanish fleet and helped decide Spanish-American War. Peace treaty gave U.S. the islands.



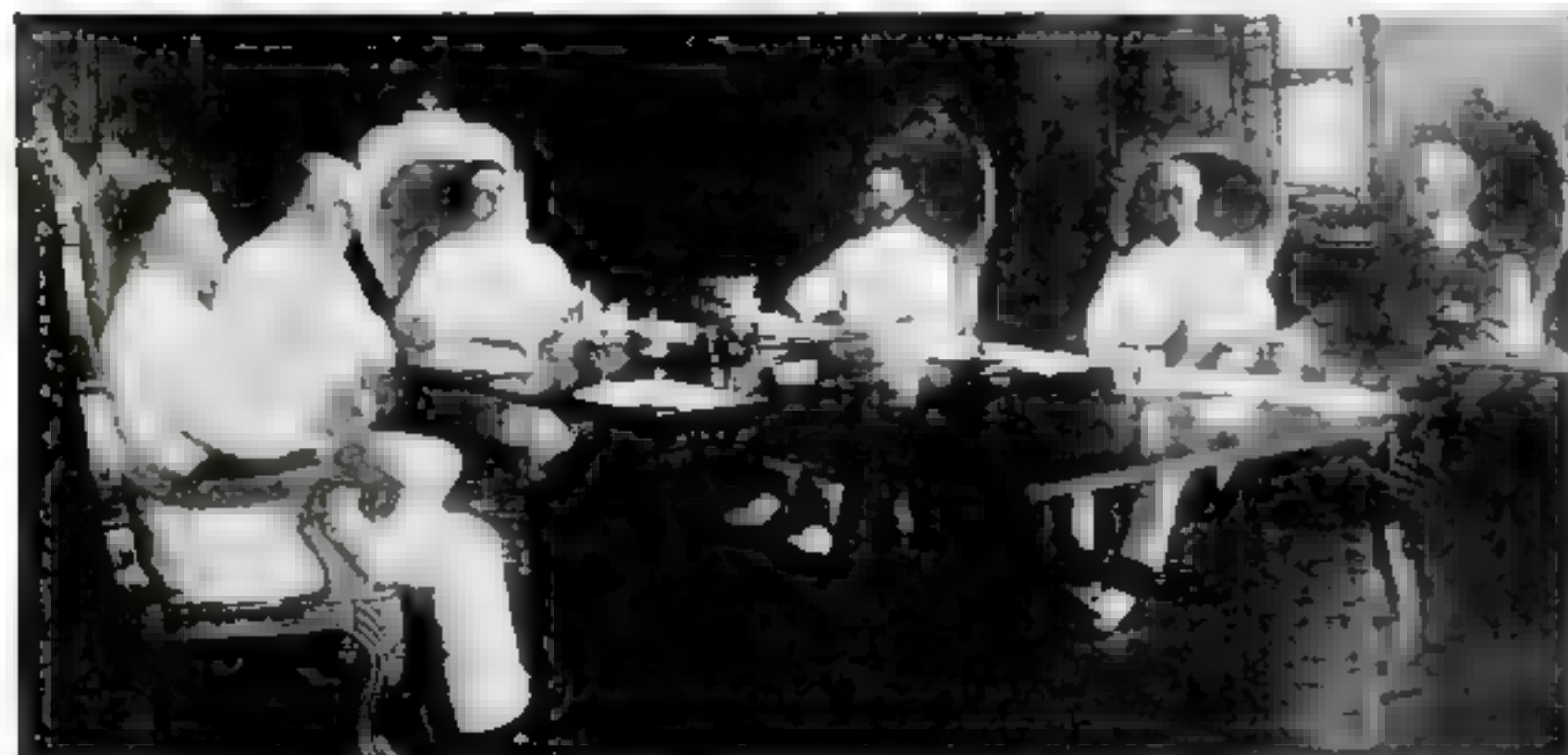
**7—American flag rose** over Philippine strongholds after U.S. had put down Filipino insurrection led by Aguinaldo who had thought a U.S. victory would mean immediate freedom for the islands.



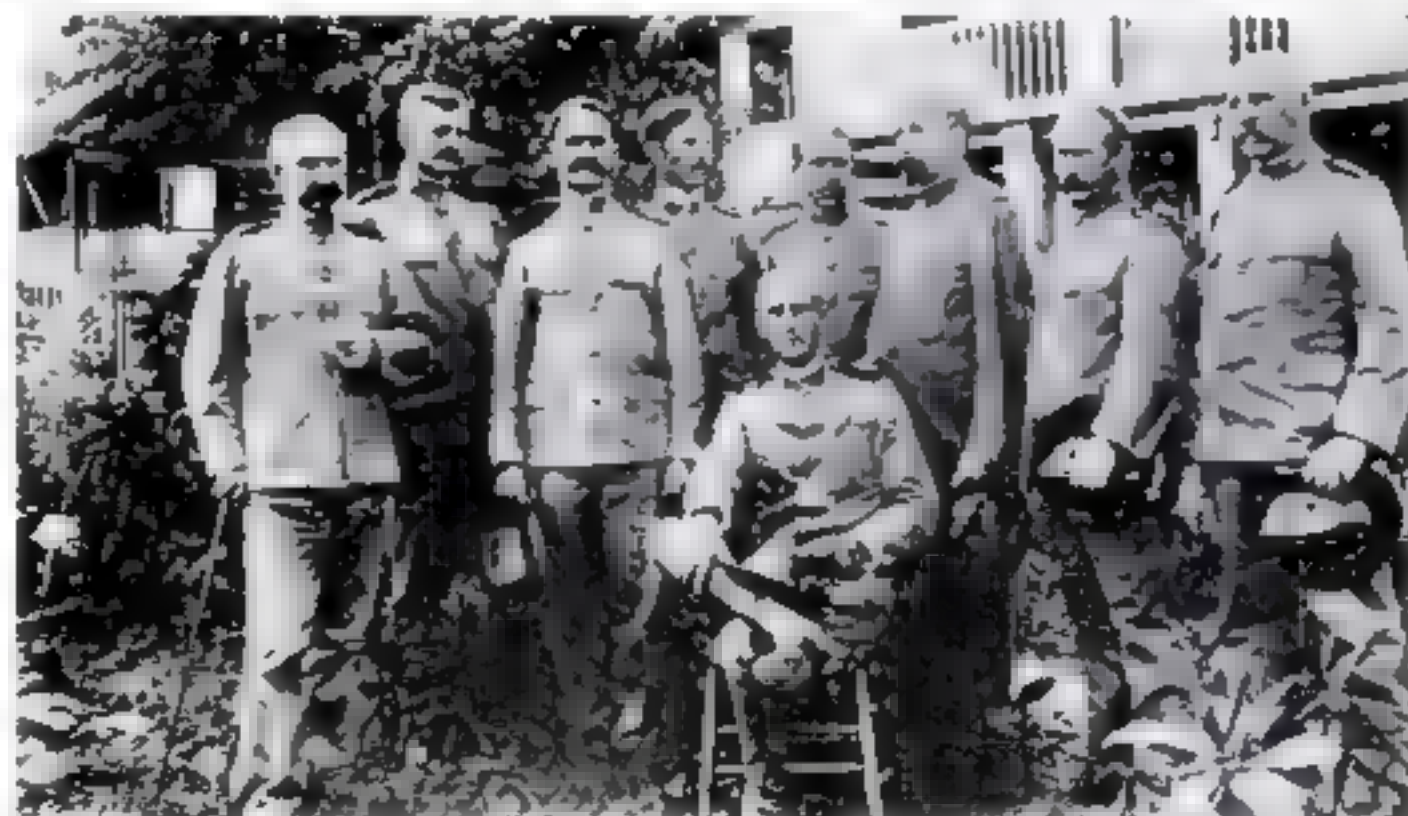
**8—Many Filipino prisoners** were taken by U.S. in insurrection that largely ended in 1901 with Aguinaldo's capture. Aguinaldo swore allegiance to U.S. In 1941, then 72, he turned Jap quisling.



**9—President McKinley**, who set policy of sympathy with and aid for Filipinos, gave Dewey a reception and ornate sword when "Hero of Manila Bay" came home.



**10—First Philippine Commission**, appointed by McKinley, included Dewey (second from right). To study conditions, it visited the islands while insurrectionist fighting was going on, reported the U.S. "cannot withdraw . . . duty binds us to remain . . . Filipinos are wholly unprepared for independence."



**11—John J. Pershing** (second from left), standing with staff officers, saw service as a major in Philippine campaign and fought Moros in Mindanao. Philippine campaigns also gave training to other World War I Generals, including Bliss, Laggett, Bullard.



# WHICH BEGAN WHEN MAGELLAN LANDED DURING MAN'S FIRST TRIP AROUND THE WORLD



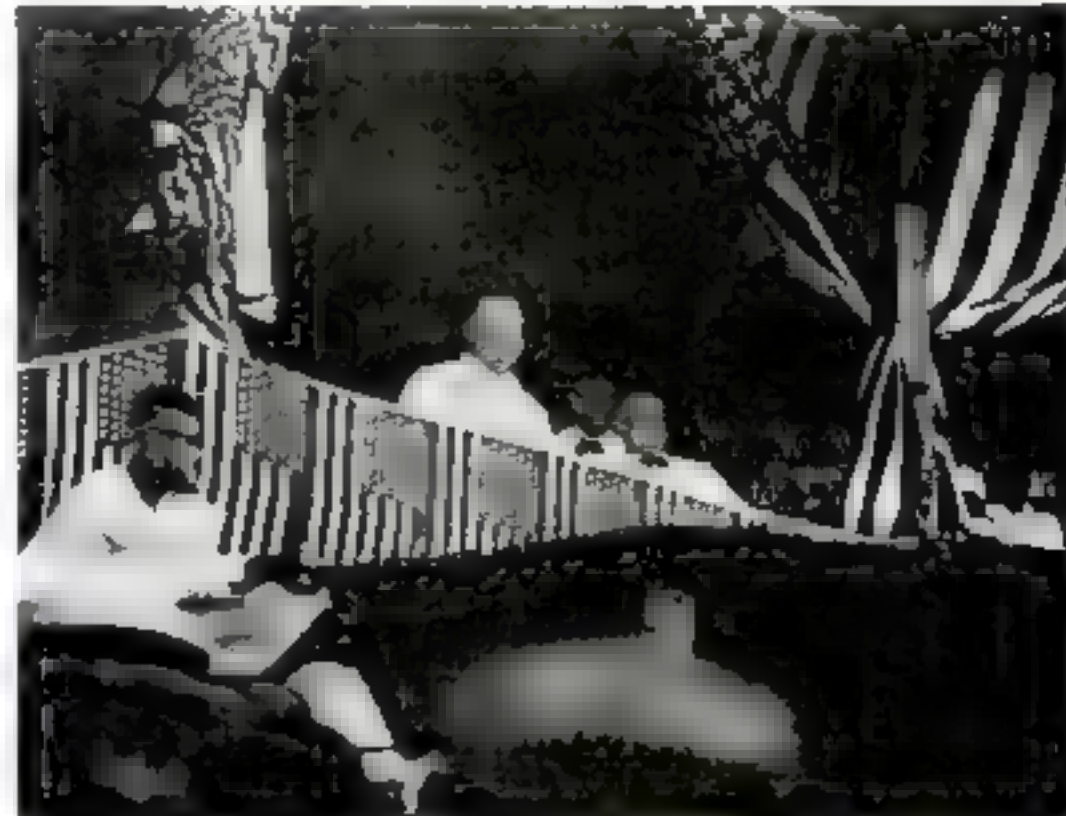
**12—General Arthur MacArthur, Douglas' father, accepted insurgent Manuel Quezon's surrender, was first military governor.**



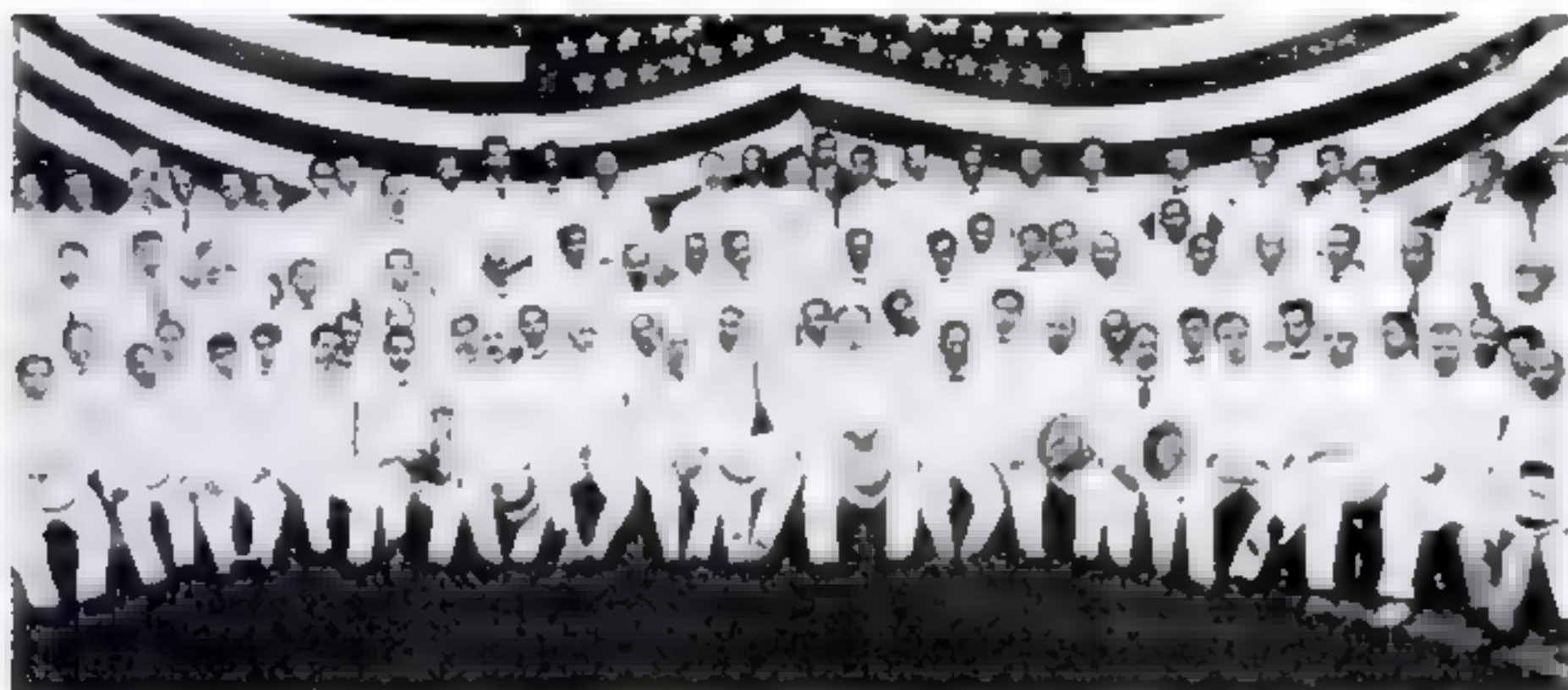
**13—Elihu Root, then Secretary of War, drafted the form of Philippine government designed to fit needs of Filipinos.**



**14—Manuel Quezon, after insurrection failed, turned skill to winning freedom peacefully.**



**15—William Howard Taft, shown at a Manila baseball game, became first U. S. governor general in 1901. He advocated increasing self-government for Filipinos "Philippines for the Filipinos."**



**16—The first Philippine assembly, elected in 1907, included Manuel Quezon as floor leader, and Sergio Osmeña as speaker. The islands had the status of an unincorporated territory. The assembly had some legislative power and gave the people a direct voice in their own lawmaking. It was the first representative body of the islands.**



**17—W. Cameron Forbes, governor-general from 1909 to 1913, built a fine highway system, many schools.**



**18—Francis B. Harrison, governor-general from 1913 to 1921, replaced many U. S. officials with Filipinos.**



**19—General Leonard Wood (uniform), succeeding Harrison, found island's finances tangled, currency depreciated. He replaced many of Harrison's Filipino appointees with Americans, became unpopular.**



**20—Quarter century of independence was celebrated in 1923 with Wood (speaking) and Aguinaldo (seated second left) reliving battles.**



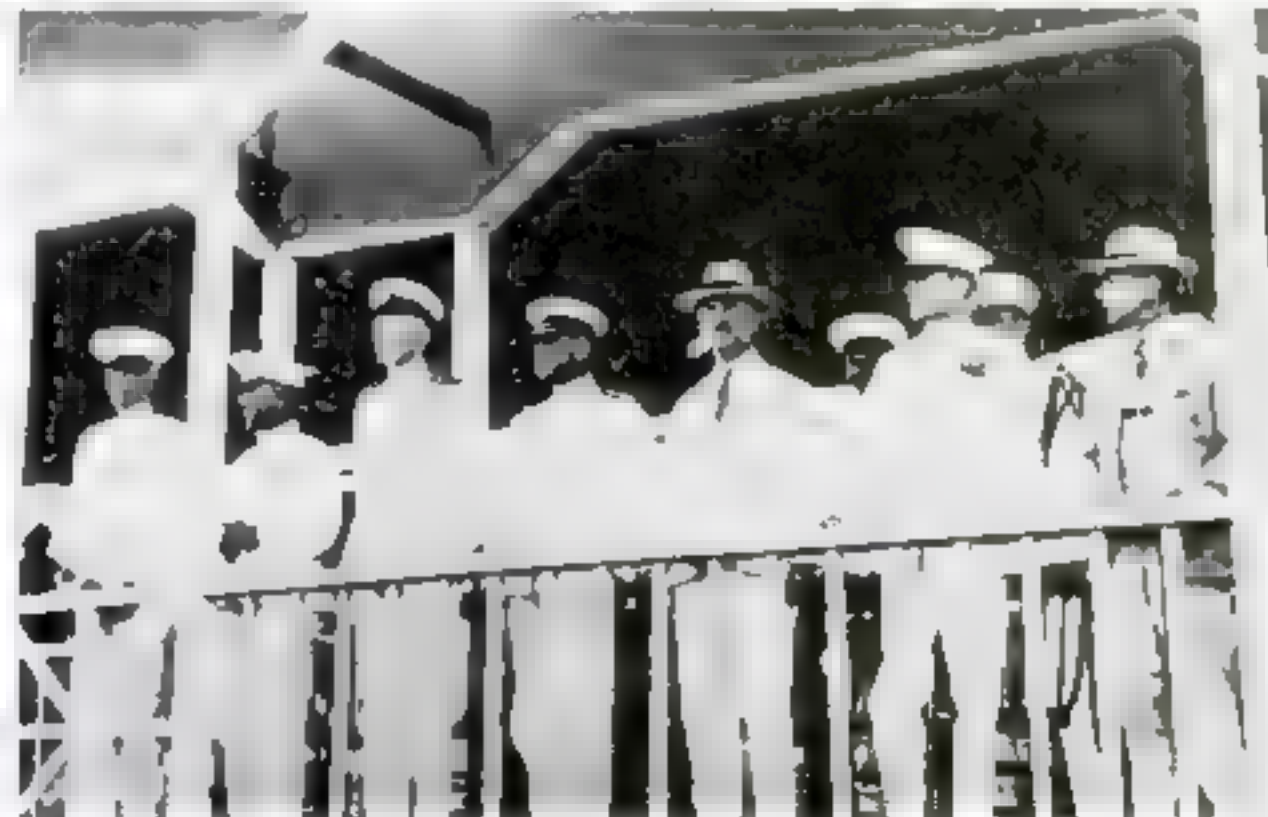
**21—Henry L. Stimson (second from the left) was a popular governor general in 1928-29 and was tendered a state dinner by Quezon (at his left with Osmeña) Quezon was now president of the Philippine senate.**



**22—Election demonstration, by Filipinos opposing autonomy, occurred just before a vote to decide whether independence should be delayed. Stimson counseled delay and in balloting delay won overwhelmingly.**



**23—Deep-sea fishing occupied a part of Stimson's time during an inspection tour of the Philippines.**



**24—General Douglas MacArthur stood (second from right) next to Stimson during a troop review before Stimson left to become Secretary of State under President Hoover. MacArthur was then commander of U. S. Philippine forces.**



# THE PHILIPPINES' STEADY PROGRESS TOWARD A RICHER, MORE SELF-GOVERNED LIFE



**25—Dwight F. Davis** (left, during official reception) became governor general in 1929. He had previously been Coolidge's Secretary of War, was more famous as donor of Davis Cup for tennis.



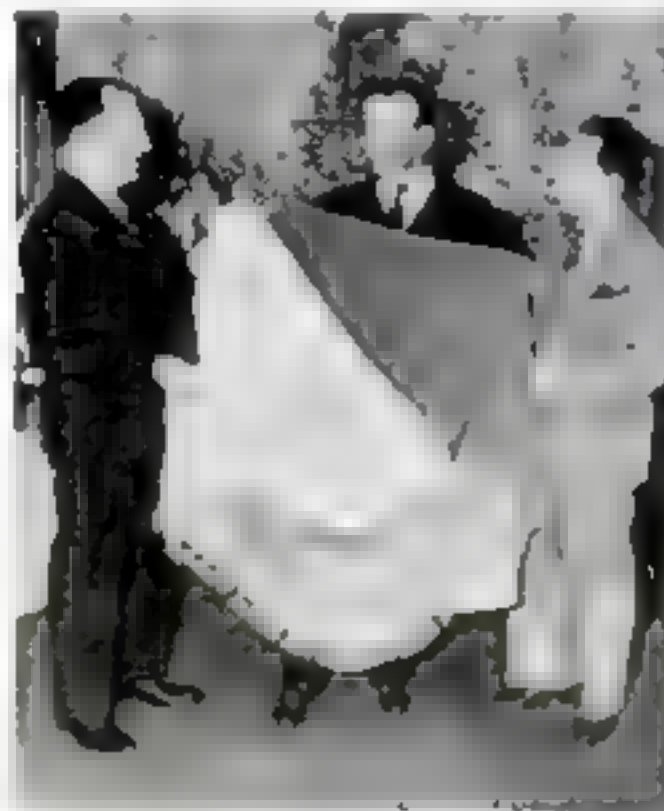
**26—"Mona Lisa smile"** of Davis became famous. He visited 42 of 49 provinces in his first year, a record.



**27—First ball**, opening the Manila league's 1929 season, is thrown by Davis. The Filipinos embraced American sports, culture and slang. Children learned English in school and more Filipinos spoke English than Spanish. Most used native dialects.



**28—Colonel Theodore Roosevelt Jr.** arrived at Manila to succeed Davis in 1932. Very energetic, he spent his first 14 hours there shaking hands. He proved to have a lively sympathy for the "little man."



**29—Philippine flag** is given Roosevelt after his term. The flag now hangs in Roosevelt's home in Oyster Bay, L. I.



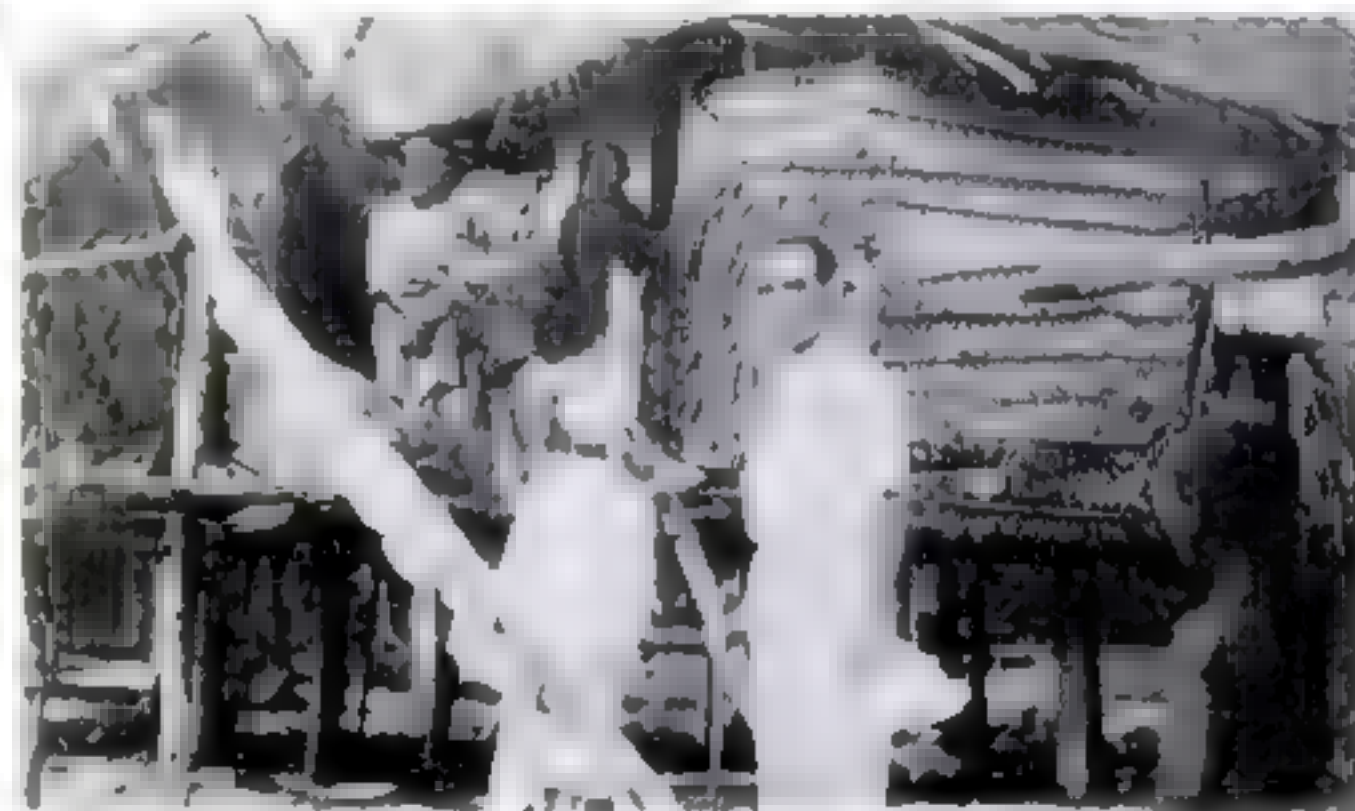
**30—Philippine legislature**, modeled on the U.S. Senate-and-House plan, had been established in 1916. In 1933 U.S. Congress voted Philippine independence but legislature refused it, fearing U.S. tariff walls against islands.



**31—Frank Murphy**, now a Supreme Court Justice, was first Catholic since 1909 to become chief executive of the predominantly Catholic Philippines. Above, he attends a Manila mass.



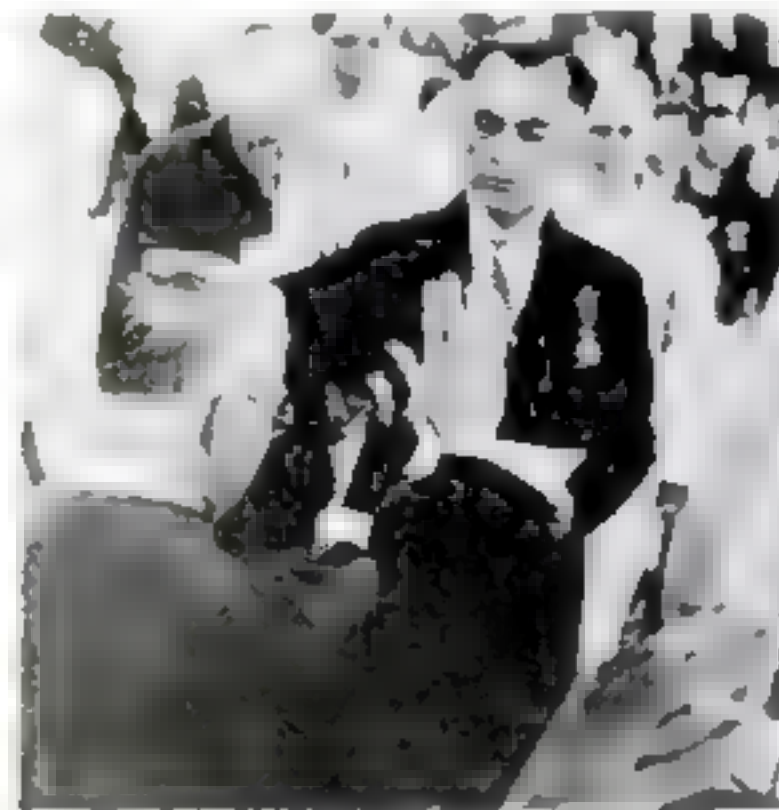
**32—MacArthur** in 1935 was the U.S. Army chief of staff, warned Philippine defenses were perilously antiquated.



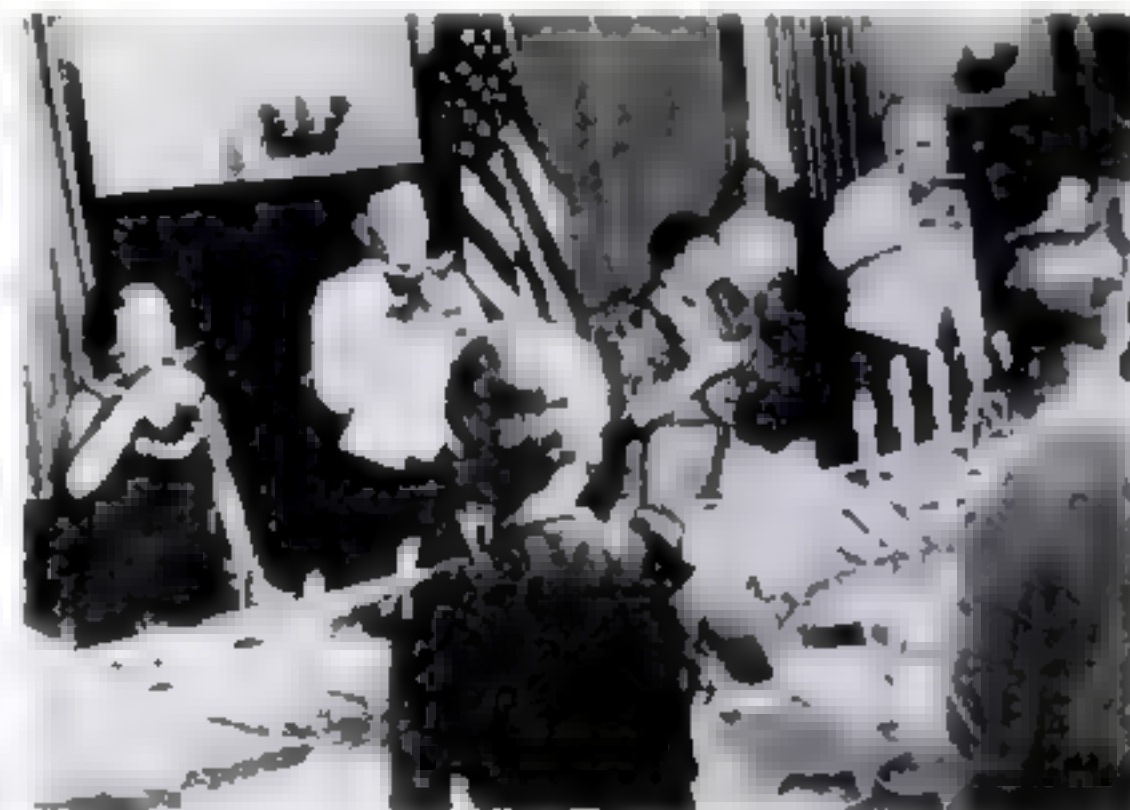
**33—An inspection tour** of islands was made by Murphy nine months after his arrival. Under Philippine Commonwealth, established in 1935 as step to full independence, Murphy was given the less authoritative post of U.S. high commissioner.



**34—President Roosevelt** signed approval of the Philippine-drawn constitution on March 23, 1935. It gave the Commonwealth self-government although U.S. retained direction of finances and foreign affairs.



**35—First president** of new Commonwealth was Quezon, who took oath on Nov. 15, 1935 outside the Philippine Legislative building.



**36—Paul V. McNutt**, at upper right in mess jacket drinking a toast at a formal dinner, succeeded Murphy as commissioner and got into dispute by issuing orders that he was to be toasted before Quezon.



# WAS BROUGHT TO A SUDDEN BUT TEMPORARY END WHEN THE JAPANESE SEIZED THEM



**37—Admiral Nomura**, Jap navy chief (white hat and suit), visited the Philippines in 1940—to check on Jap colonists' health, he said. Colonists, who grew hemp on Davao, boldly mapped the island's terrain.



**38—MacArthur and Quezon** worked together to strengthen island defenses after general became field marshal of Philippines in 1936.



**39—As war loomed** Philippine troops, American-trained and armed, intensified their preparations for island defense. They were fervently loyal to the nation that treated them as "little brown brothers."



**40—Recruiting of Filipino civilians** for possible emergency military service began months before Pearl Harbor. They responded and drilled enthusiastically but little equipment was available until shortly before the war's outbreak.



**41—Week before war began** Manila's traffic rolled as usual. But tension gripped the city, air-raid drills and trial evacuations were held.



**42—After Jap invasion**, the Filipinos fought valiantly, surrendered only to superior Japanese force. Their courage and persistence won the genuine admiration of U. S. soldiers.



**43—Corregidor's garrison** surrendered after defending last American stronghold 28 days. Acting on orders, MacArthur escaped to Australia.



**44—Town of Mariketa** on Batan looked like this after savage Jap bombing leveled a number of its buildings. Many Filipinos took to the hills and, sometimes commanded by escaped Americans, continued to harry the Japanese by guerrilla warfare for three years.



**45—Jap flag** was raised over Manila on Jan. 2, 1942. The Japs promised the Filipinos independence but meanwhile abused and robbed them.



**46—Aged and ailing Quezon**, with his cabinet, administered the government-in-exile from a Washington hotel while U. S. fought its way back. Here gray-haired Osmeña sits at his right. Quezon died Aug. 1, 1944, 11 weeks before Americans made first Philippine landing on Leyte.



**47—Back to the islands** at last came the Philippine Commonwealth government in October 1944 and the new President, Sergio Osmeña (third from right) began administering Philippine affairs on Leyte. Osmeña made a quick trip back to U. S., is now reported to be in Manila.



# RETURN TO THE PHILIPPINES

NOW WE HAVE AN ALLY INSTEAD OF AN EMPIRE—BUT NO LESS RESPONSIBILITY

"I shall return," said General Douglas MacArthur, fleeing Bataan in 1942. "I have returned," he said at Leyte Gulf, and last week he entered flaming, weeping Manila. When MacArthur hurls the cape of history over his shoulder, he often conceals as much drama as he makes. More than 40 years of American Far Eastern adventure lay behind that entrance; adventure more real to no American than to Douglas MacArthur himself.

His father, Arthur MacArthur, was a general in the U. S. Army that first occupied Manila in August 1898. His father saw Aguinaldo captured; as military governor he gave the first organized training to Filipino troops. To Douglas MacArthur, Manila is a home. There, ten years ago, he buried his mother; there he courted his wife. And there, his U. S. military career seemingly over, he took an old man's job in 1936 as field marshal for the new Philippine Commonwealth, creating an army for his good friend Manuel Quezon.

When he was restored to active service in the U. S. Army in July 1941, he had six months to merge the U. S. and Philippine forces into one force for defense against the Jap. One force they were, all the way down Bataan. One force they remained during the dark three years of occupation, linked by jungle radios and an occasional submarine or plane. In the seams of their clothing the Filipino guerrillas treasured U. S. news leaflets with Douglas MacArthur's picture on them. For the Filipinos revere MacArthur and even credit him with superhuman powers. Who else could have diverted the expected typhoon before the landing on Leyte or reduced the surf at Lingayen Gulf to its lowest ebb in native memory? He brought Tommy guns of new designs; the Filipinos, never more than a few months behind Chicago in U. S. slang, dubbed them "Flash Gordons."

MacArthur's career spans all of U. S.-Philippine history. To Filipinos he owes the chance that has proved him a truly great general. And he is himself the culmination of an old island tradition: that Americans are supermen, the half-divine protectors and deliverers of William Howard Taft's "little brown brother."

## Ghosts of Malacañan

What will happen to that tradition now? What will happen to the Philippines and to the U. S. Far Eastern policy which, however halfheartedly, was mainly forged around them? One key to the future of that policy is an appreciation of its past.

The imperialists—Teddy Roosevelt, Mahan, Lodge, Beveridge and the rest—sold America the Philippines as a door to vast trade with China. It never developed. So the

islands became a moral responsibility instead, and the favorite subject of every high-school debating society. The affirmative and negative of that debate, like the two parts of a Greek chorus, were for 40 years the whole tedious rhythm of life for the Filipinos.

Taft, our first proconsul, at once imported a whole boatload of American schoolteachers, one thousand strong, to prepare the natives for democracy. Arthur MacArthur's soldiers, still chasing insurgents, sang "He may be a brother of William H. Taft, but he ain't no friend of mine." The American business colony in Manila also differed with their fellow Republican. Bill Taft believed in racial assimilation, and to assert his belief he led a ball at Malacañan, his beautiful governor's palace, with a young Filipino's white bride. But the American Chamber of Commerce in Manila was still drawing the color line when Clark Field was bombed. U. S. capital, discouraged by schizophrenic government policy, never went eagerly to Manila nor sent its best types of men there. Nor did an American Kipling arise to sing the Philippines. To write *The Sultan of Sulu* George Ade never left Indiana.

But William Cameron Forbes covered Luzon with roads, and after him Wilson's appointee, F. Burton Harrison, launched the modern era. Announcing that his every step would be taken in preparation for ultimate independence, he fired Americans from government jobs by the score, replacing them with natives. He even acknowledged that he owed his own job to a native, young Manuel Quezon, who had started politicking in Washington (as resident commissioner) shortly before. Even in fiscal matters Harrison gave the Filipinos their head; so much so that when the Republicans came back, Proconsul Leonard Wood's assignment was generally described as "an Augean task."

## An Admiral's Prediction

No nonsense under Leonard Wood! (Considerable progress, however.) When Henry Stimson succeeded him, the fun-loving Filipinos wept with grateful relief because Mrs. Stimson adopted native dress and restored to Malacañan a native dance, the *rigodon de honor*. Dwight Davis, T. R. Jr., Frank Murphy—by their time the proconsulship was just our most iridescent political plum. None of them failed to clear every important decision with Quezon. In 1935 Quezon moved into Malacañan itself, for he was now president of a Commonwealth by virtue of the Tydings-McDuffie Act; and Murphy, the last proconsul, took rented quarters to signify his demotion to high commissioner.

But Commissioner Paul McNutt aligned himself with the "re-examinationists," second-thinkers about the complete independence which, under the terms of Tydings-Mc-

Duffie Act, was to engulf the Philippines in 1946. Among these second-thinkers, in his candid moments, was the late Manuel Quezon. For, as independence approached, everybody began to remember what Admiral Dewey had predicted. In 40 to 50 years, he said, these islands would be seized by Japan, just as he had seized them.

Arthur MacArthur's soldiers used to sing,  
*Damn, damn, damn the Filipino*  
*Pockmarked khakiac ladrone. . . .*

But he isn't pockmarked any more. He is five inches taller than he was 40 years ago; he is no longer prey to cholera and bubonic plague; his population has more than doubled (to 18,000,000). These, and the 50% literacy, are direct fruits of U. S. rule.

Another and bitterer fruit is that whereas the islands did less than 20% of their trade with the U. S. in 1900, they were doing more than 75% when the Jap came. The Philippine economy was distorted to fit the gold, sugar, coconut oil and fiber markets of America. And it was the American competitors of these products—the beet and Cuban sugar producers, the dairy and cottonseed oil producers—who really gave the Philippines their independence. For the Tydings-McDuffie Act gradually excludes Philippine products from U. S. free trade. From the consequences of this hypocrisy, only the Jap has saved us—and only temporarily.

## Our Eastern Ally

Today the Philippines are a member, in excellent standing, of the United Nations. They have won their freedom by fighting as the MacArthurs taught them to fight; they have also seen ex-supermen tortured and humiliated by our common enemy; and their loyalty, in Claude Buss's words, is "no longer to us but with us to common ideals." Ideals which they first heard only 40 years ago, from Bill Taft's thousand teachers.

On our part, these ideals mean that the more genuinely independent are the Philippines, the more binding is our duty not to desert them or to cut them adrift in the political typhoons of the Far East. We are indebted to the Filipino for a great lesson: that trade is not the only motive or test of foreign policy. It seems we had to play at empire in order to discover that we have a major role in the Far East. We have recovered the empire to find that it has become an ally instead. Since that is so; since we do not seek dominion; since our Philippine adventure (as such adventures go) has worked out surprisingly well; and since Paul McNutt was not far wrong when he called the Philippines a "happy spot in an unhappy Orient"—then why has not democracy a wider application in Asia and we a right and duty to promote it? Allies linked by common ideals and memories are the best kind a nation can have.

## PICTURE OF THE WEEK:

Gypsy Rose Lee is famous as stripteaser and author but not so well known as a mother. Her son is named Eric and was born nine weeks ago, two

months after Gypsy divorced her husband, Actor Alexander Kirkland. Eric's mother, who used to take seven minutes to undress herself on the stage,

now takes only two minutes to dress Eric. Already back at work, Gypsy has appeared in benefit shows in New York, starts a vaudeville tour next month.





A newly maternal Gypsy Rose Lee pins up her son Eric



# THE ETTESVOLDS

"Typical farmer" visits Washington

At noon on Tuesday, Jan. 30, about 100 proud citizens of Morris, Minn., converged upon the town's railroad station to welcome home their most famous residents, Mr. and Mrs. Anton Ettesvold. Mr. Ettesvold had been selected the "typical Midwest farmer" by the radio station WNAX of Yankton, S. D. As winners of a contest among 8,700 families in a five-state area,

the Ettesvolds had gone on a free trip to Washington for a two-week visit. It was a visit they will not forget.

Besides living at the ultra-modern Statler Hotel, the Ettesvolds visited almost every single one of the capital's national shrines. Two senators took them on a personally conducted tour of Capitol Hill (see below). Although they had voted for Dewey they not only at-



At the White House Ettesvolds watched President Roosevelt's fourth inauguration with their fourth son, Captain Winfred Ettesvold, who is in the Air Forces and stationed in Washington.



At the Capitol they rode in senators' subway. Mrs. Ettesvold rode with Senator Shipstead, said he used to be "one of the best dentists in the county. He made my first bridgework."



In the President's Room, reception room of the Senate, which is always included in a senator's tour, South Dakota Senator Chan Gurney showed the Ettesvolds the congressional antiques.



On the train home the Ettesvolds look worn. They had round-trip Pullman tickets but stayed overnight with sister in Minneapolis on the way home, got day-coach tickets for rest of trip.



Back in Minnesota Mrs. Ettesvold is warmly hugged by her youngest son, Kermit, who was glad to see his parents again. He had been running farm while they were off seeing the President.



At the depot in Morris about 100 people welcomed Ettesvolds home. Mrs. Ettesvold is a member of the "Jolly Workers Club," which knits for Red Cross and sends gifts to servicemen.



tended the Roosevelt inauguration but also had luncheon at the White House and shook hands with the President in his office. After 14 days of Washington they wearily took the train back to their farm.

Mr. and Mrs. Ettesvold are indeed typical Midwest farmers. Their forefathers moved into Morris by ox team. The Ettesvolds have 333 acres of farmland where

they raise grain, corn and alfalfa. They have also raised five daughters and six sons. One of the daughters and three of the sons are now in the armed forces. One son in the Army was killed in France last September.

When the Ettesvolds got back to Morris the reception committee gave a luncheon for them and the sheriff escorted them home, where all near-by members of

the family promptly had another welcome-home party. Back on the farm the Ettesvolds said they were glad to be home again and went about their work. Last week, after finishing up a few chores left undone while he was at the White House, Farmer Ettesvold stripped to his shirt, bit off a big chunk of chewing tobacco, settled himself in his favorite rocking chair and relaxed.



**A new tractor** was given to Ettesvolds as part of the prize for being typical Midwest farmers. When the reception committee went to OPA for gasoline for tractor, OPA gave them a gallon.



**Luncheon** was given at agricultural school by citizens of Morris. Mrs. Ettesvold, who had inadvertently been only one to sit down at White House luncheon, stood up this time as a gag.



**The first chore** for 67-year-old Farmer Ettesvold after he had returned to the farm was to get back into his working clothes, hitch up the horses again and drive out the manure spreader.



**Mrs. Ettesvold** went right to work in her kitchen. After their two weeks in Washington, the Ettesvolds said they were anxious to get back to the farm so they could have some good food.



**In the parlor** the Ettesvolds sit down to sort out and read over their fan mail. The Ettesvolds have been getting heavy mail ever since they won "typical farmer" contest last September.



**Family portrait** was taken with all Ettesvolds who were present. Ettesvolds have six grandchildren. Except for children who are now in service, virtually all the family still lives near by.





MAYOR KELLY (LEFT) OF CHICAGO AND GOVERNOR GREEN OF ILLINOIS MEET IN THE DRAFTY LIVING ROOM OF THE GOVERNOR'S MANSION. ABOVE THEM: PATRICK HENRY

## POLITICAL DEAL

Governor Green of Illinois and Mayor Kelly of Chicago plan for the people and for themselves

Recently Edward J. Kelly, Democratic mayor of Chicago, and Dwight Green, Republican governor of Illinois, had lunch together at the governor's mansion in Springfield. They ate consommé, cheese soufflé, green salad, fruit compote and coffee. By the time they had finished they had hatched what appeared to be a first-class political deal.

Green is boss of Illinois' Republicans, Kelly the boss of the Democrats. The state House of Representatives is almost evenly divided between downstate Republicans and Cook County (Chicago) Democrats. Each, accordingly, is in a position to hold up the legislative program of the other. Kelly wants

slum clearance for Chicago, better transportation, increased representation in the legislature. Green wants postwar road building and veterans' rehabilitation. Working together it might be possible to achieve their goals. But the stakes are personal, too. Kelly, now 68, wants to leave office with a reputation as a public benefactor not just a political boss of a big city machine. Green, now 48, after a do-nothing term in office, wants to get himself a reputation as a liberal and a leader. He wants to repudiate the domination of the *Chicago Tribune's* isolationist Colonel McCormick. He wants to be in a good position when the G.O.P. Presidential convention of 1948 rolls around.





*EVEN A STEAK WOULDN'T GET ME UP!*



**S**MART sailor! There's really nothing to compare with a couple of extra hours in the bunk — when it's cushioned with a restful **Airfoam** mattress. For **Airfoam** brings to yachting, such comfort as never was on land or sea.

That's because **Airfoam** gives a feeling of foot-deep softness, with only two inches or so of thickness. It makes shallow bunks seem bigger and can be cut to any berth shape. It's moth- and vermin-repellent and unharmed by fresh or salt water — just dry it out on deck after a wetting in rough weather.

The secret of this miracle cushioning is its resilient, honeycombed body. As its name implies, it is literally a *foam* of millions of tiny latex aircells. These aircells "give" and gently flow back to shape with each

**COMFORT SECRET OF AIRFOAM** is shown in this cross section. Note how it "gives" to slightest pressure, providing uniformly restful support that invites sleep and insures complete relaxation.



body movement, insuring superb comfort. And **Airfoam** keeps this restful ease indefinitely — neither packs down nor lumps up.

This glorious, long-lasting comfort explains why **Airfoam** cushioning is the hallmark of luxury in fine furniture, mattresses, and in all types of seating — motorcar, bus, train and airplane. Today war needs come first, but some **Airfoam** is spared for essential hospital needs and for use in transportation seating. But with peace, this wonder product of Goodyear Research will return to make life easier for everyone.

*Airfoam*  
THE NEW NAME FOR COMFORT  
**GOODYEAR**

Airfoam—T.M. The Goodyear Tire & Rubber Company

**BUY WAR BONDS • BUY FOR KEEPS**





**1**—Into a Toddy glass, put a scant  $\frac{1}{2}$  teaspoon of sugar and  $\frac{1}{2}$  jigger of water.



**2**—Add 2 cubes of ice and pour in a generous jigger of that matchless whiskey—Four Roses.



**3**—Twist a strip of lemon peel over the drink and drop it in. Stir gently.

## 1-2-3...and you get America's oldest mixed drink at its best!...a **Four Roses Cold Toddy!**

**I**F YOU'VE NEVER enjoyed the surpassing goodness of this time-honored mixed drink, we know you'll be grateful to us for suggesting it.

You'll discover—at the very first sip—why the Cold Toddy is becoming even more popular today than in years past. That is, if you make yours with Four Roses!

*And that's very important. For a Cold*

Toddy is so simple to make that it depends almost *entirely* on the magnificence of the whiskey you pour into it.

In short, for a Cold Toddy that will warm your heart with its mellow and flavorful perfection—*be sure you use Four Roses!*

*Four Roses is a blend of straight whiskies—90 proof. Frankfort Distillers Corporation, New York City.*

### **FOUR ROSES**

*The same great whiskey  
as before the war*







THE 9-YEAR-OLD DALAI LAMA, SUPREME HEAD OF TIBET'S CHURCH AND STATE, STARES GOOD-HUMOREDLY INTO THE CAMERA OF A VISITOR TO HIS JEWEL PARK THRONE ROOM

# DALAI LAMA

His past was humble, his present  
is exotic, his future uncertain

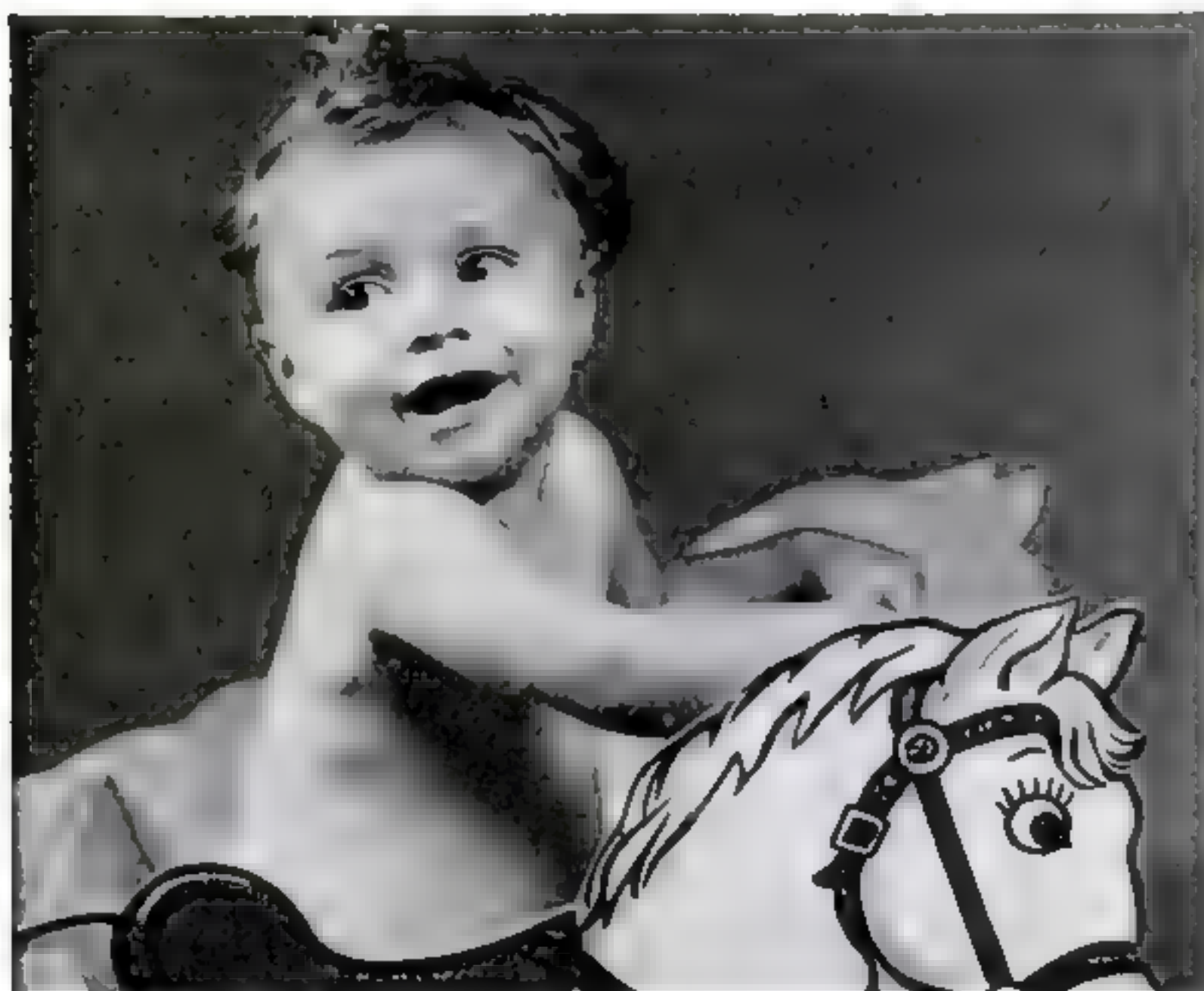
Tibet, one of the few truly remote countries left on the globe, is also one of the world's few remaining theocracies (lands ruled by priests). The 3,000,000 people who inhabit its high, wind-swept plains are profoundly religious and believe in reincarnation. When their lama dies they believe he is reincarnated in a Tibetan lad who can be identified through a number of mystic signs. Five years ago Tibet's present lama was a peasant's son named Lhamo Dhondup. After

the 13th lama died in 1933 the signs—supposed movements by the lama's corpse and fungus growing on his tomb—pointed to Lhamo Dhondup.

Recently the young lama and his capital, Lhasa, were visited by A. T. Steele, *Chicago Daily News* correspondent, who took these pictures. Steele found him a smiling, rosy-cheeked boy, deeply venerated and undergoing careful education. But his future is uncertain. Most lamas die at 20, reportedly by poisoning.



# His mother's a Doctor—

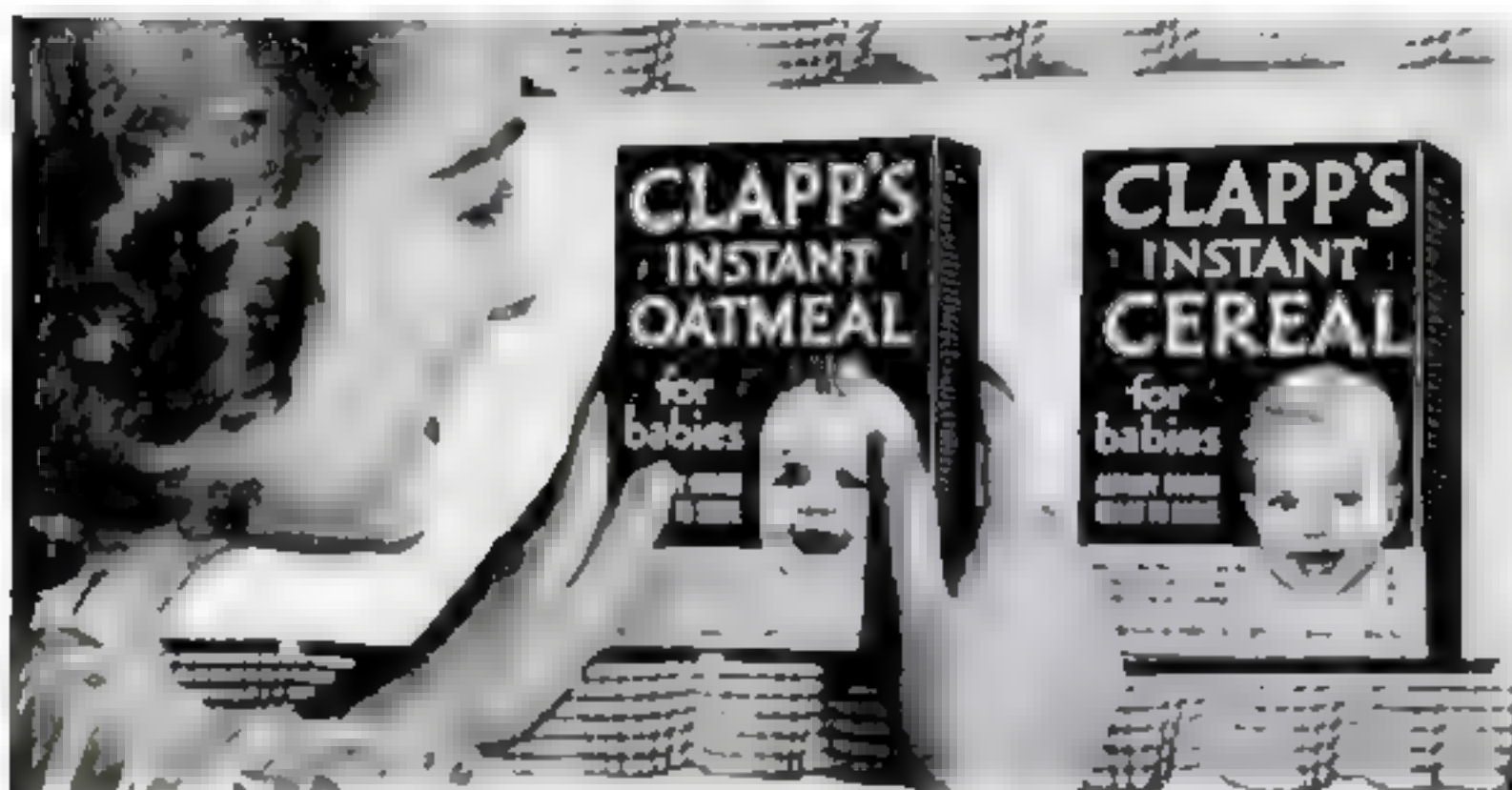


John M.'s mother\* is a leading doctor in New York City. It's natural that John is getting the benefit of the most modern, scientific principles of infant feeding. You can see from his picture what a strong, sturdy baby he is.

## JOHN M. AT 12 MONTHS

At birth he weighed	At birth he was
7 pounds, 11 ounces	21 inches tall
Now he weighs	Now he is
26 pounds	30 inches tall

# His cereal is CLAPP'S—



There's a good reason why so many doctors recommend Clapp's Baby Cereals—and feed these cereals to their own children, too!

## Doctors' requirements

For Clapp's Baby Cereals were made to fill doctors' requirements for a baby's first solid food.

In addition to fine whole grains, they give a baby extra food elements—such as dry skim milk and brewers' yeast—to supply growth-promoting vitamins and minerals.

The texture is fine but definite. And Clapp's cereals are so easy to prepare, too—no cooking needed: you just add milk or formula right in the serving dish. Try Clapp's Instant Cereal or Clapp's Instant Oatmeal today.

\*Name on file at Harold H. Clapp, Inc.

## Why so many doctors recommend CLAPP'S BABY CEREALS

Every spoonful of Clapp's Instant Cereal gives your baby—



3 times as much iron as in unfortified home-cooked cereals.



2½ times as much Vitamin B<sub>1</sub> as in unfortified home-cooked cereals.

Every ounce of Clapp's Instant Cereal gives your baby:

Vitamin B <sub>1</sub>	Vitamin C	Iron
100 U.S.P. units	0.18 mg.	6 mg.
Calcium	Copper	
96 mg.	0.6 mg.	

# Ask your Doctor!

## Dalai Lama (continued)



Lama's winter palace, the Potala, dominates Lhasa's "skyline." It is an architectural wonder built to 15-story height three centuries ago without use of structural steel.



Exotic gateway to Lhasa gets much yak, mule and horse traffic, virtually nothing on wheels. The only wheeled vehicle Steele saw in two months was a Briton's bicycle.



Tibetan party includes a daylong operetta by weirdly masked and painted troupes and barley-beer drinking in tents. Tibetans usually drink tea—30 to 80 cups a day.

CONTINUED ON PAGE 31



# Public Misconceptions

## —about Lightning

## —about Glasses



**LIGHTNING CAN STRIKE  
THE SAME PLACE TWICE**



**GLASSES ALONE CAN'T  
CORRECT FAULTY VISION**

Records show that in New York City, for example, lightning has struck the same building as many as twenty times in the same year. That old adage about lightning never striking twice in the same place is a misconception.

To think that glasses, alone, can correct faulty vision is also a misconception.

Glasses are important, of course, but your eye comfort and visual efficiency depend upon the professional and technical skill with which

your eyes are examined and refracted, your glasses prescribed, your prescription interpreted, your glasses fitted, re-evaluated and serviced.

It is for these professional services—not for glasses alone—that you pay a fee.

Glasses, alone, can't correct faulty vision; what counts most is the professional skill and technical services of your Ophthalmologist, Optometrist, Ophthalmic Dispenser.

Don't be satisfied with anything less than

thorough eye care. Seek the professional skill—the services that your priceless sight demands.

*Seek professional advice—not glasses at a price.*

**American Optical**  
COMPANY

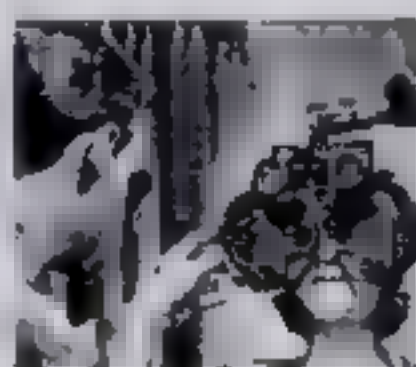
*Founded in 1833—the world's largest suppliers to the ophthalmic professions.*

Copyright, 1942, U. S. A., by American Optical Company

PROFESSIONAL AND TECHNICAL SERVICES ARE ESSENTIAL TO EYE COMFORT AND VISUAL EFFICIENCY—The AMERICAN Plan



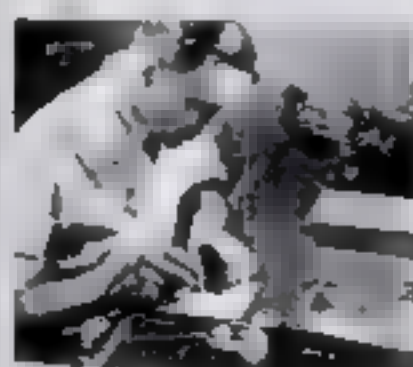
EXAMINATION



REFRACTION



PRESCRIPTION



INTERPRETATION



FITTING

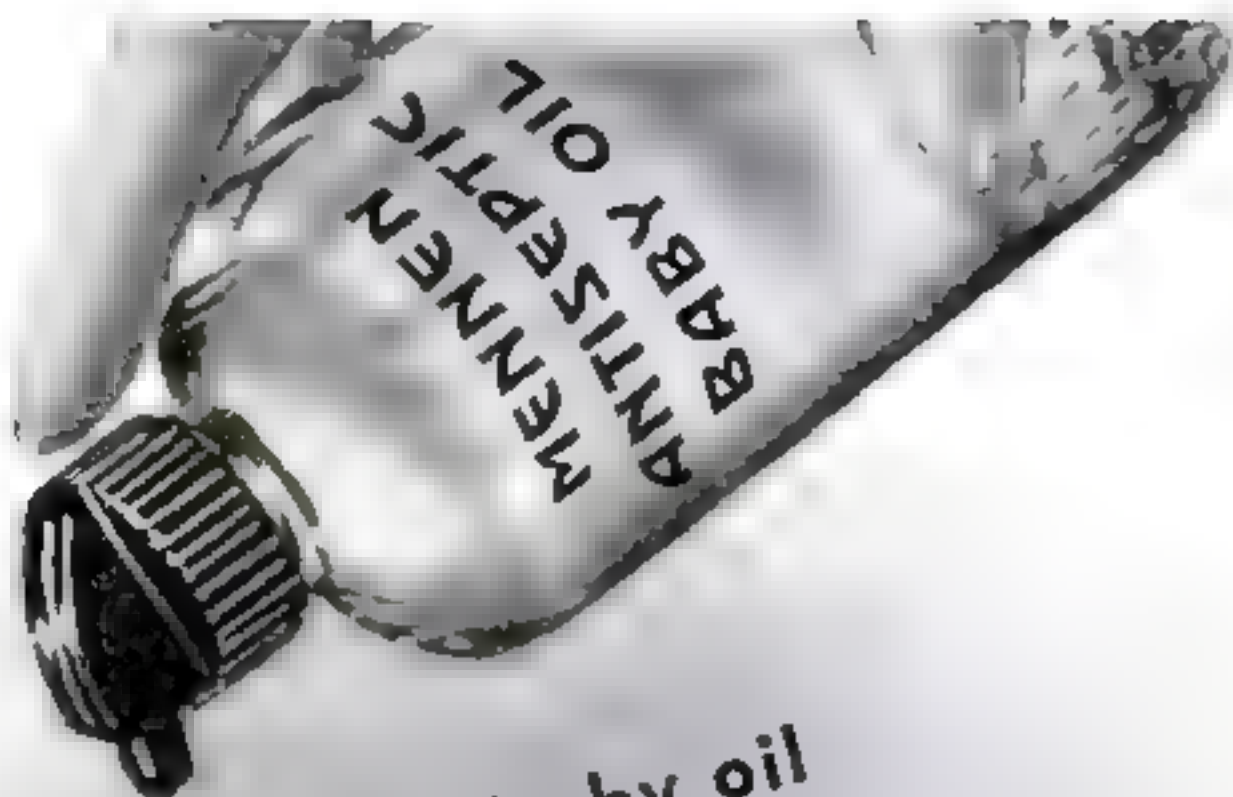


RE-EVALUATING



SERVICING





This is the baby oil  
preferred by doctors  
4 to 1\*



- \* 4 times as many doctors prefer Mennen Antiseptic Baby Oil as any other baby oil or lotion.
- \* Over 4 times as many hospitals use Mennen Antiseptic Baby Oil as all other baby oils and lotions combined.
- \* Mothers prefer it by far—Mennen Antiseptic Baby Oil outsells all other baby oils and lotions combined.

• To help keep your baby's skin healthy and smooth, no other baby oil or lotion can match the wonderful record of Mennen Antiseptic Baby Oil—used with excellent results on millions of babies for the past 12 years! Daily use of Mennen oil on your baby will help prevent diaper rash, scalded buttocks, itching, smarting, impetigo and many other skin troubles. There is only one *best* oil for your baby's delicate skin—

**MENNEN ANTISEPTIC BABY OIL**

Most baby specialists also prefer MENNEN ANTISEPTIC BABY POWDER\*



## Dalai Lama (continued)



**Pilgrim to Lhasa**, to win merit in next life, torturously crosses Himalayas by falling face down, then standing up again where his hands touched and repeating process.



**Tibetan fowl and animals** have the run of Lhasa and, except for sheep, used as food, are seldom killed. Taking life is against the religion. Monks fear stepping on insects.



**Tibetan dog**, big as a St. Bernard, barks from a roof top. Dogs, too, are respected as reincarnations from another life. But often they disrespectfully bite the Tibetans.



# WE'LL BE INSIDE...LOOKING OUT!



There'll come a day  
when we're the lucky  
ones...

There'll come a day  
when our dreams come  
true...

And the hopes and  
plans for a house of our  
own take shape on our

land on the edge of town where the frozen  
brook makes a silver streak between the wil-  
lows bowed with snow.

Perhaps, before another winter comes, we'll  
be on the inside... looking out... looking  
out at the swirling snow, drifting high on our  
own front lawn, piling up on the window sill  
while Jack Frost paints the window panes and  
we draw our hearts and write our names...

As the early dusk settles down outside and  
the street lights wink on one by one... inside,  
I know just how it will be...

The kettle will be humming a tune on the  
range... that wonderful, magical electric  
range you can leave to cook dinner all by it-  
self. And I'll open the oven and show you the

beans, bubbling away in an earthen pot, fra-  
grant with molasses and crispy salt pork. And  
if by chance you didn't know, the smell of  
brown bread steaming away in the deep-well  
cooker of the range tells you this is Saturday  
night! And I'll show you the salad crisping  
behind the crystal doors of our refrigerator  
with all its different kinds of cold for all the  
things we love to eat. Our new home freezer's  
next, and I'll open the door and say, "You  
choose! There're blueberries, plums and cher-  
ries, too, or anything else your heart desires."

And then we'll leave the dinner to finish it-  
self and wander into the living room and we'll  
both curl up in the same big chair and stare  
into the leaping fire, so warm and peaceful and  
safe and secure...

And I'll ask you to pinch me just to make sure  
... it isn't all just a lovely mirage, and it won't  
disappear when the lights go on!

This is no dream.

We believe your hope for a new and finer  
home can and will come true

Here at Kelvinator, when Victory is won, all

the new strength, abilities and skills born of  
war, will be turned to production for peace.

That means finer Kelvinator refrigerators,  
electric ranges, home freezers and electric  
water heaters... to make the kitchens of  
America the truly enchanted places they can  
be. It means that the new developments, the  
scientific advances made in war will be built  
into these appliances as rapidly as possible to  
make them the more useful, the more efficient  
part of the home you want—when peace comes.

This will be our part in the building of a  
greater, a happier nation. For we believe all  
of us owe to those who have fought and  
worked to preserve it, a strong, vital and  
growing America—where every man and  
every woman will have the opportunity to  
make their dreams come true.



This booklet with pictures and floor plans  
for six modern low-cost homes, together  
with details of their exciting new post-  
war kitchens designed for easy living,  
is offered to home planners without  
cost. See your Kelvinator retailer or  
drop a post card to Dept. 5 E, Kelvina-  
tor, Detroit 32, Michigan.



## KELVINATOR

Refrigerators Home Freezers Electric Ranges Electric  
Water Heaters Beverage Coolers Ice Cream Cabinets Frozen  
Food Merchandisers Commercial Refrigerating Units.



HEART of your postwar kitchen... the Kelvinator  
electrical appliances: the new Kelvinator Refrigerator...  
the new Kelvinator Electric Range... the new Kelvinator  
Electric Water Heater... and the new Kelvinator Home  
Freezer that keeps foods at flavor peak indefinitely!

A NEW RADIO HIT SHOW!  
TUNE IN "THE ANDREWS SISTERS" AND GUEST STARS  
SUNDAYS 4:30 P. M. E. W. T. BLUE NETWORK



# THE GENTLE ART OF MAKING FRIENDS



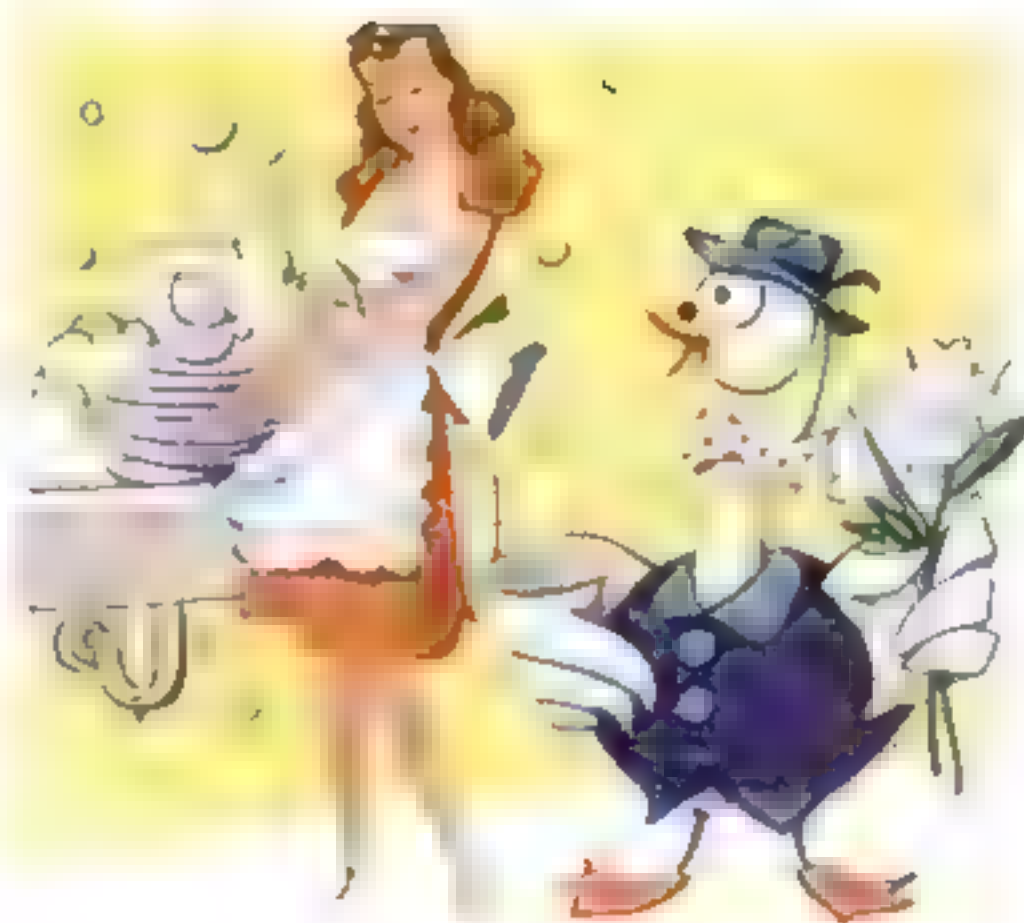
## 1. HOW TO SHINE UP TO A BABY:

Most any baby will unbutton his very nicest smile if you dunk him in heavenly gentle Swan suds. One look at that soft, blossomy skin, and you know Swan agrees with him, too! Doctors say "Swan the baby" because Swan's wonderfully mild for delicate skins, and pure as fine castles.



## 2. HOW TO CATCH A LADDIE:

Just watch your baby-smooth complexion bloom under the gentle caress of Swan's mild lather! Pure Swan is so creamy! So refreshing! There's nothing like Swan to bring out the rosy glow on a girl. Better make friends with Swan yourself.

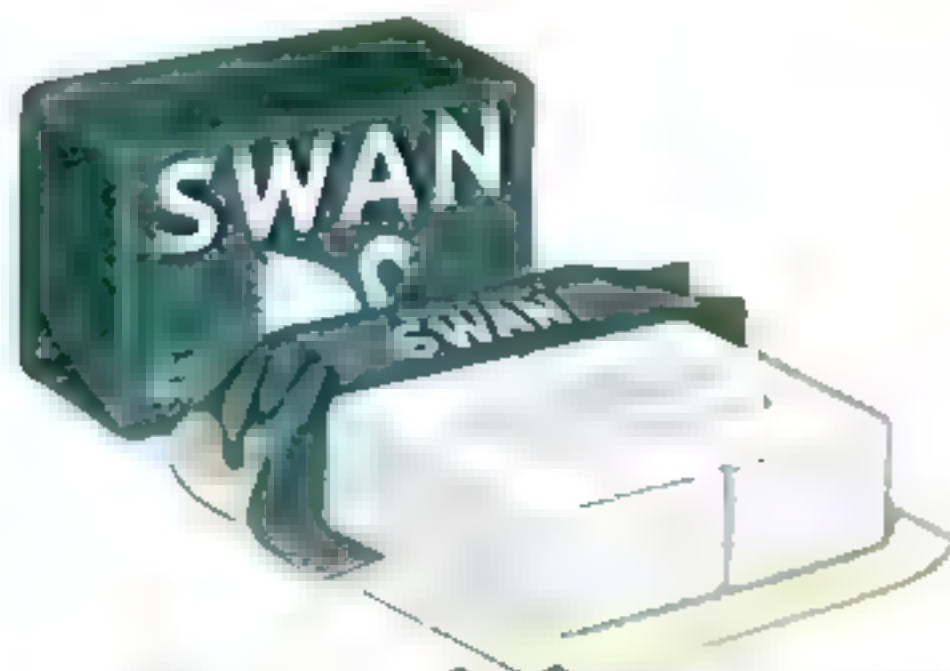


## 3. HOW TO BEWITCH A DISHWASHER:

Swan wins the hands of all the girls—'cause it suds like sixty, yet pampers delicate skin. Take a look—you'll see the prettiest, softest fingers in town are washing dishes with Swan! Take a tip—put this mild, sudsy, floating soap in your own dishpan!

## 4. HOW TO BE PALS WITH PRETTY DUDS:

Dainty, fine things take to Swan's mild manner and gentle ways, too! You help delicate fabrics last, colors stay fresh, when you treat 'em to Swan's snowy, mild suds. Fact is, you can use this swell floating soap for everything. Buy three cakes of pure Swan today!



TUNE IN: George Burns & Gracie Allen, CBS, Monday Nights

BABY MILD FOR EVERYTHING **SWAN** IS PURE AS FINE CASTLES





THE PRETTIEST SCENE IN ANY BROADWAY SHOW IS "UP IN CENTRAL PARK" THE SKATING BALLET BASED ON THE FAMOUS CURRIER AND IVES PRINT, "CENTRAL PARK, WINTER"

## UP IN CENTRAL PARK

New York City's big back yard is the setting for a new musical comedy about Boss Tweed and his ring

Pretty nearly any musical show can get by on Broadway these flush days. The most recent show is *Up in Central Park*, a musical about the grafting Tweed Ring of the 1870s. With reminiscent Sigmund Romberg music, an unfunny book and few engaging performances, it is nevertheless playing to standees nightly.

*Up in Central Park* has an earnest plot which relates the efforts of a New York Times reporter and Thomas Nast, the caricaturist, to expose the graft mulcted by Boss William Tweed and his henchmen out of the construction of Central Park.

Historically the exposé served to bring about Tweed's downfall after his ring had stolen some \$45,000,000 in graft. For *Up in Central Park*, the exposé serves as a reason to reproduce on a stage some affectionate and lovely scenes of Central Park, which is called New York City's back yard. Designer Howard Bay's acts evoke the gaslit era of Currier and Ives, of skating parties in the park, of Tattersall waistcoats, suppers at Delmonico's. They manage to atone for some of the show's other faults by making it visually the prettiest production on Broadway.



"The Highwayman's Luck" is one of the four tableaux performed to the song, *May I Show You My Currier and Ives*.



"The Loving Nursemaid," like the skating ballet at the top of this page, is based on an actual Currier and Ives print.



"The Husband's Revenge" is another tableau in which characters interpret a melodramatic scene in charade fashion.





In the New York "Times" office Boss Tweed (Nash Beery, center) listens angrily while *Times* Reporter John Matthews (Wilbur Evans) reads examples of Tweed's graft from city's books. When the *Times* publishes this evidence, Tweed and his nefarious ring are exposed.

The mall in Central Park on a lovely summer's evening is the scene for a romantic duet between the hero and heroine. When the pit orchestra plays from a *Lancashire*, the young lovers sing *Coat of Arms* in a *Book*, the catchiest number from Sigmund Romberg's score.







## The jobs that came out of a hole in the ice

**T**WENTY-FIVE YEARS AGO, far north in the Arctic, a man from the States watched an Eskimo catch a fish.

The Eskimo jerked the fish out of a hole in the ice. The fish flew through the air, landed with a "splat!"—and lay there with hardly a wiggle.

It didn't wiggle, because, in the 50-below Arctic cold, it had frozen almost the instant it hit the ice.

*Right then and there a whole new industry was born!*

For the man from the States was Clarence Birds-eye, a scientist. He discovered that the Eskimo's *quick-frozen* fish kept their fresh flavor and texture for months. But he didn't just marvel at this. In typical American fashion he went home and *did* something about it.

Result—a new food miracle... Birds Eye Frosted Foods! Seafoods, poultry, meats, fruits, vegetables—quick-frozen to retain their fresh flavor indefinitely. Now people could have their choice of farm-fresh and ocean-fresh foods *in any season*.

With the growth of Birds Eye Frosted Foods, have come into being many jobs for many people

—jobs that didn't exist before. Work for farmers, work in fisheries, in packing and packaging plants... jobs building machinery and freezer cabinets. More and more jobs, as the business expanded... creating purchasing power and security.

To most Americans this seems the right way to make jobs. They know that there must be steady employment after the war, for those who want to work. They believe this need can be met in the typical American way... with expanding business in present products, enterprises in new products, the development of new industries... fostered by the get-up-and-go of American businessmen.

And this need *can* be met... provided laws and regulations governing business recognize the value of initiative and the incentive of a fair reward. There must, naturally, be rules... but not the kind that stifle business spirit and hinder the job-making plans of business enterprise. If they *do* stifle business, the alternative would probably be Government relief projects to make up the jobs—perhaps including yours.

The choice is partly in your hands. For, through your opinions and representatives, you make the rules under which business operates.

**So remember this:**... whenever you're making up your mind about the questions of the hour, ask yourself: "Will this measure help American enterprise make jobs?"

On your decision, may rest your Country's future... the future of your job.

### One big drop in the bucket

General Foods has 13,000 people on its pay roll... 2852 in the armed forces.

We will have jobs for our service people when they return. And in our company they will get a warm welcome and a generous restoration of all employee benefits as well.

Furthermore, through growth and development of our present products, and by launching new products immediately after the war, we expect to make many new jobs... jobs that don't exist today.

And remember, these are the plans of just *one* American business.

BIRDS EYE FROSTED FOODS



ARE PRODUCTS OF GENERAL FOODS—AND AMERICAN ENTERPRISE





## Happy Moments

**H**E'LL always remember the thrill of this home-coming.

No crowds...no brass bands...no patriotic speeches...just his first love and his first-born.

Even the little details of this happy moment will come back to him clearly, in later years.

The bright sunshine...his wife's new blue outfit...his little glamor-girl's rosebud mouth...the benign smile of old Judd, enjoying his usual noonday sandwich and HIREs.

Funny that he should remember the name of the drink? Not at all. HIREs fits in quite naturally with everyone's happy moments. It belongs.



For real HAPPY MOMENTS hear DON PRINDLE and WENDELL NILES featured on the new HIREs Radio Show

EVERY WEDNESDAY NIGHT — BLUE NETWORK

## "Up in Central Park" (continued)



Betty Brosse, a tap dancer, plays the daughter of one of Tweed's henchmen. In specialty number shown above she dances to organ-grinder's medley of Romberg tunes.



Fred and Elaine Barry, a ballroom team regularly featured in Manhattan cabarets, score the biggest hit in the show. Here they dance to *When She Walks in the Room*.



*Better Radio—  
Better Television  
Begin with RCA*



★ RCA microphones . . . used by *all four* major networks . . . start most of the nation's finest radio programs on their way to you. The leading television programs, sound motion pictures and phonograph records also get their start through RCA equipment.

Yes, the entertainment you like best *begins* with RCA, and you enjoy it best through the "matched engineering" of an RCA instrument at home. When they are again available, insist on a genuine RCA Victor Radio, Phonograph or Television Receiver. From studio to you—if it's RCA, it *is* the best.

*Gladys Swarthout*

Famous Victor recording artist, appearing frequently over NBC.  
Her records reach the peak of fine reproduction on RCA Victor Radio-phonographs—they're quality-matched to each other.

LISTEN TO RCA's radio program, "*The Music America Loves Best*," every Sunday afternoon, 4:30 P.M., EWT, NBC Network.



**RCA Victor**



**RADIO CORPORATION OF AMERICA**  
RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . . In Radio . . . Television . . . Tubes . . . Phonographs . . . Records . . . Electronics





*From Well Before Pearl Harbor  
Right Up to the Present Time*

America's Gallant Armed Forces Have  
Received a Steady Supply of Arms for Victory

# MASS-PRODUCED BY CHEVROLET



After 22 months of production of 14-cylinder, 1200-horsepower Pratt & Whitney aircraft engines, Chevrolet was requested by the Army Air Forces to undertake the manufacture of an entirely new 18-cylinder model, developing more than 2,000 horsepower, to help meet urgent military needs. The contract for this new engine (illustrated above) was signed—the first engine was test-run in one-third the time usually allotted to projects of this type—and shortly thereafter Chevrolet went into volume production on this new and more powerful Pratt & Whitney aircraft engine.



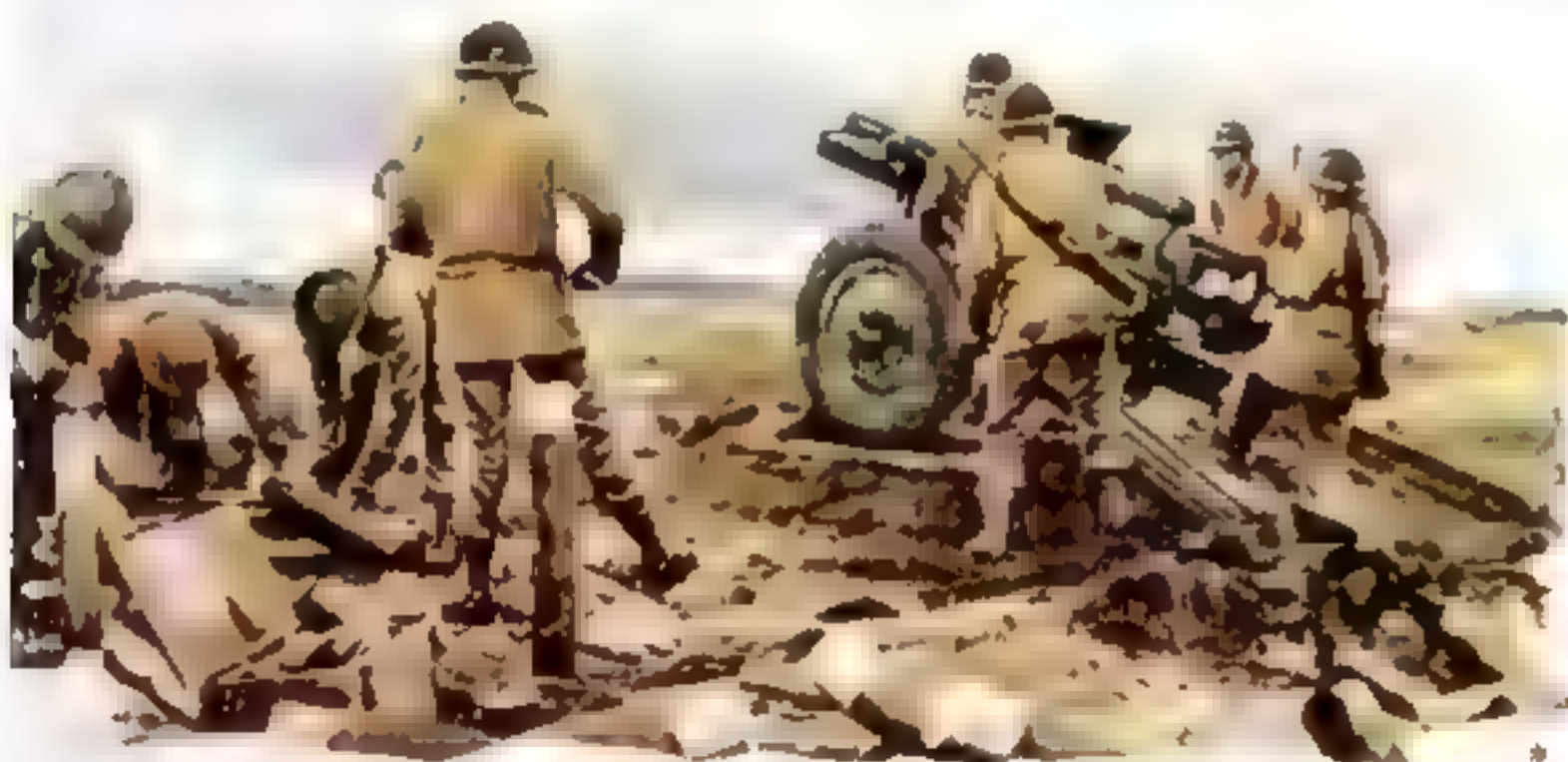


Currently, Chevrolet is producing three models of Pratt & Whitney aircraft engines: (1) a 14-cylinder, 1200-horsepower engine for the B-24 Liberator—one of America's longest-range bombers—illustrated above, left; (2) a 14-cylinder, 1200-horsepower engine for C-47 and C-53 transport planes—"workhorses of the air"—one of which is

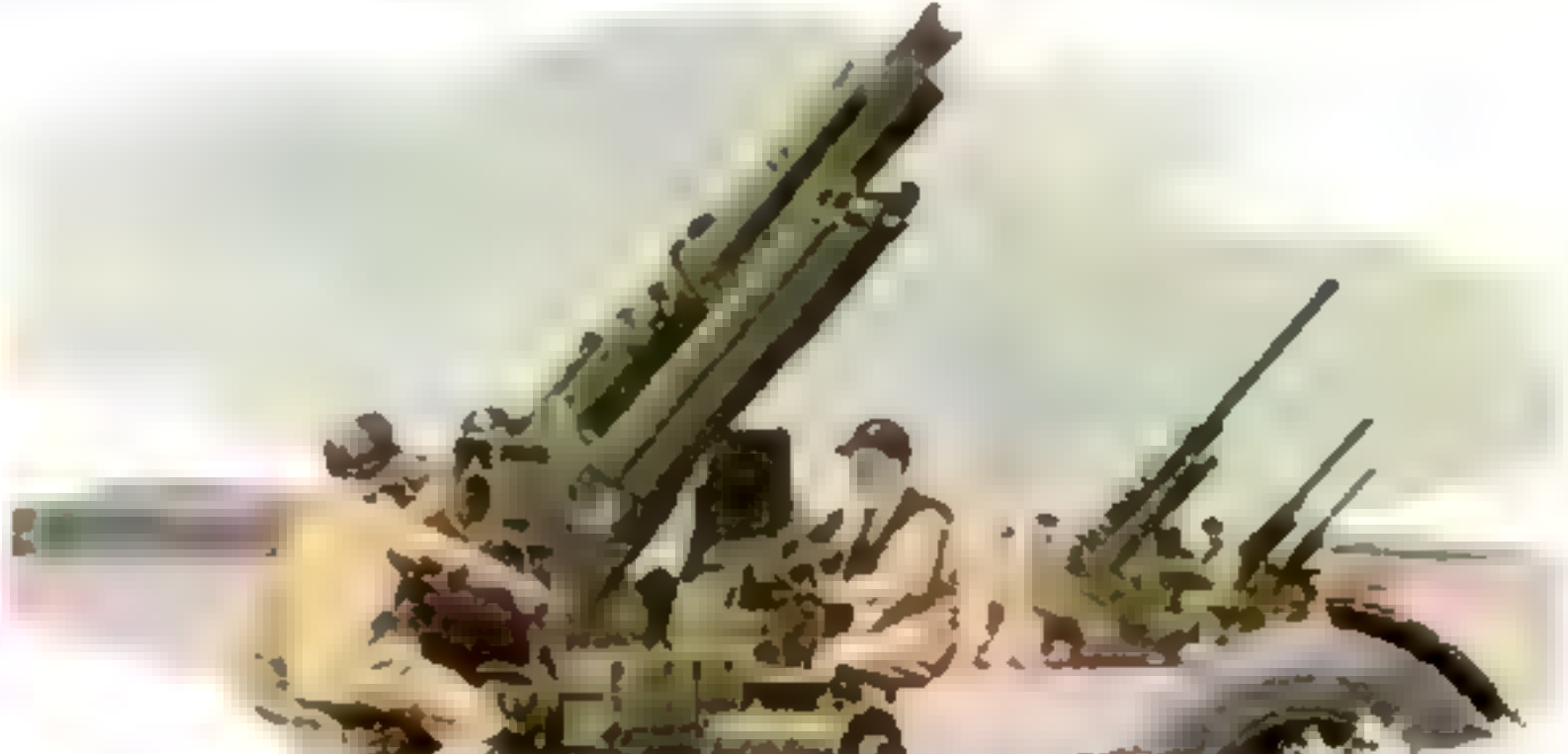


illustrated above, right; and (3) a new 18-cylinder engine of more than 2,000 horsepower for the latest models of the P-61 Black Widow night fighter and for the P-47 Thunderbolt—this latter engine being one of the most powerful of all radial-type aviation power plants. In all, as of Nov. 30, 1944, Chevrolet has manufactured more than 54,000

Pratt & Whitney aircraft engines—supplied the armed forces of the Allied nations with more than 64,000,000 aircraft horsepower—and, as early as November 1943, attained an output of 3,502 complete combat-type engines—the largest single month's production ever achieved by any aircraft engine manufacturer up to and including that date.



Chevrolet has produced millions of high-explosive and armor-piercing shells to help our fighting men win total victory over the Axis powers on all fronts.



Chevrolet has produced more than 2,000 of these giant 90-mm. guns—and more than 3,000 spare tubes—to help destroy enemy tanks and planes.



Chevrolet has produced and shipped more than 100,000,000 pounds of aluminum forgings from one plant alone in 22 months—this one plant being the largest of four aluminum forge plants operated by Chevrolet.



Chevrolet has produced more than 400,000 rugged, powerful military trucks, in three different types, to serve our fighting men on battlefronts in all parts of the world.

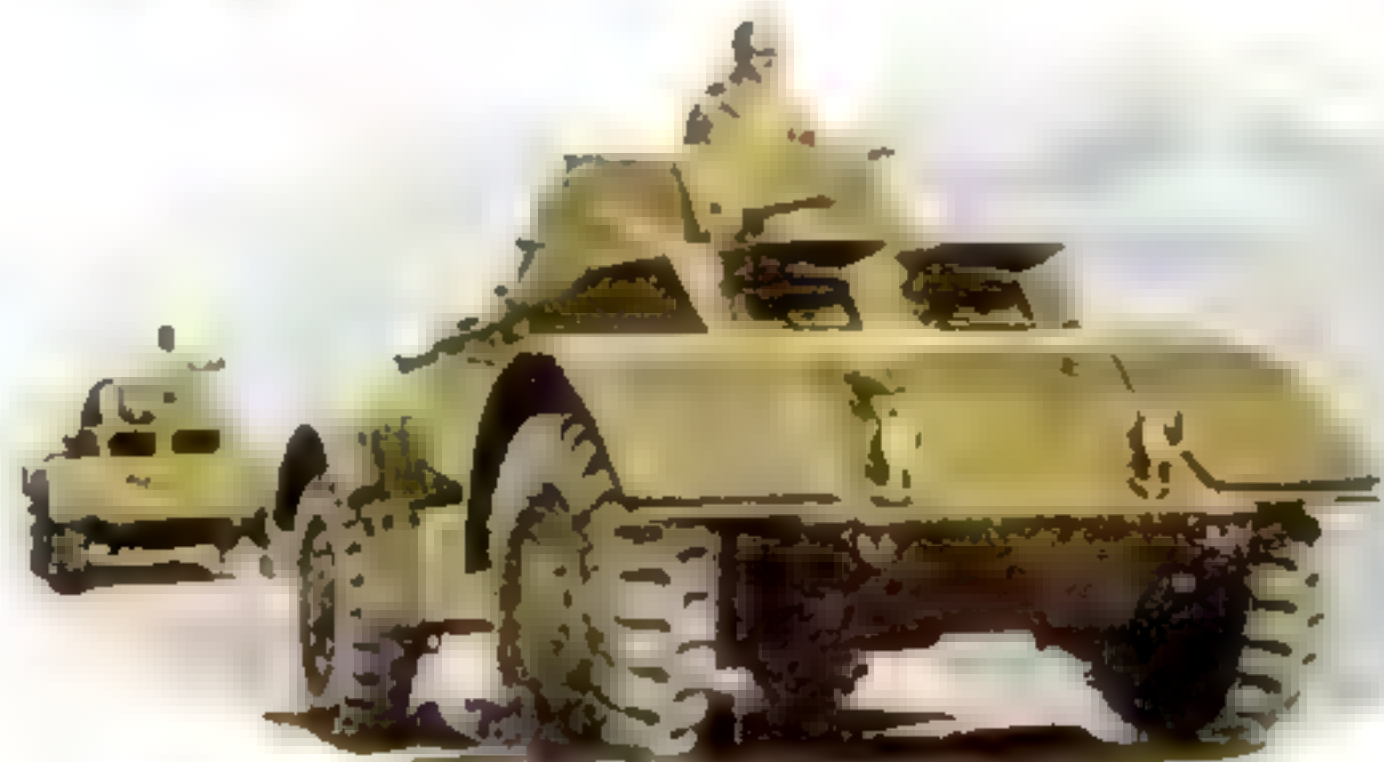
# CHEVROLET

## DIVISION OF

# GENERAL MOTORS

BUY MORE WAR BONDS . . . SPEED THE VICTORY

\* These illustrations reproduced from official U. S. Army Signal Corps photographs.



Chevrolet has produced several thousand of these 14-ton armored cars—instruments of victory extraordinary—to help spearhead Allied invasions against our foes.





## From a doctor's mother to her son overseas...

"Yes, son, I want you back soon because I love you. And hundreds of others want you back because they want you to be their doctor.

"But don't worry. Most of us realize why you must stay away longer than other servicemen. You may have to fight epidemics abroad so that they can't come to us—just as our soldiers have to fight evil abroad so that it won't strike us here."

★ ★ ★

That's only *one* reason why we at home may face a shortage of civilian doctors, a shortage of available doctor-hours, for some time to come.

Even when all fighting has stopped, getting our troops back from all over the world will be a long, difficult task. And the troops must have their medical care maintained. Therefore, many doctors will be among the last to be released.

When doctors finally return to civilian life, a great deal of their time, on top of normal medical practice, will be occupied in caring for cases produced by the world's greatest, most destructive war.

So you can see that during the readjustment period it will be necessary

to help conserve your doctor's energy and relieve his crowded hours.

The very best way to save your doctor's time is to make use of his services the minute trouble arises. Never indulge in self-diagnosis. See your doctor early, in time for him to head off more serious trouble. And you can help him further by doing these three things:

**GO TO HIM**—whenever you are able. House visits take time when someone else may need him urgently.

**KEEP YOUR APPOINTMENT** promptly; make it at *his* convenience so that he can plan his crowded hours better.

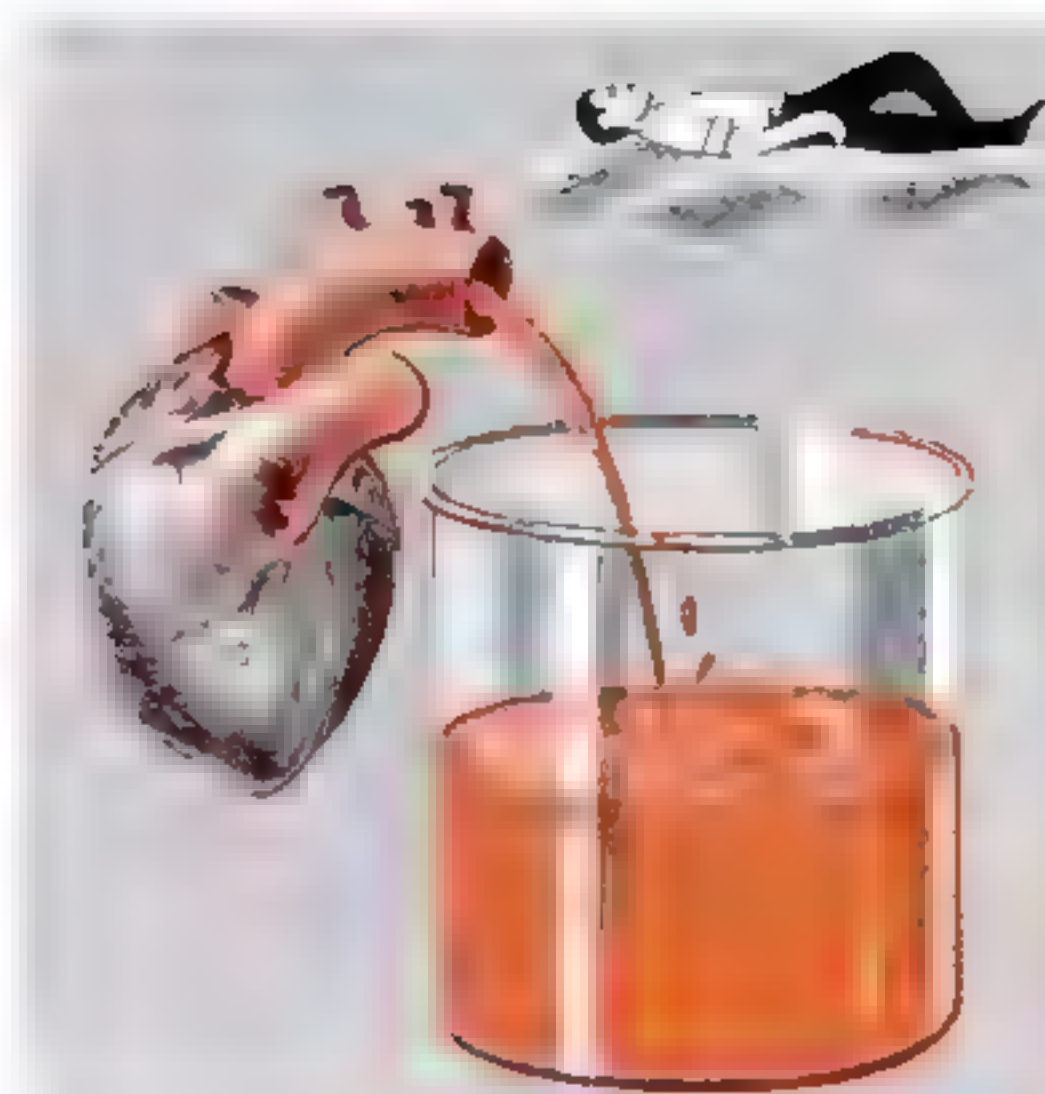
**FOLLOW HIS ADVICE** to the letter—so that your trouble doesn't drag on, get complicated, need extra attention.

ONE OF A SERIES of messages published as a public service by Wyeth Incorporated, Philadelphia... relied upon by your physician and druggist for pharmaceuticals, nutritional products, and biologicals—including penicillin and blood plasma.



**HELP YOUR DOCTOR SAVE HIS TIME!**

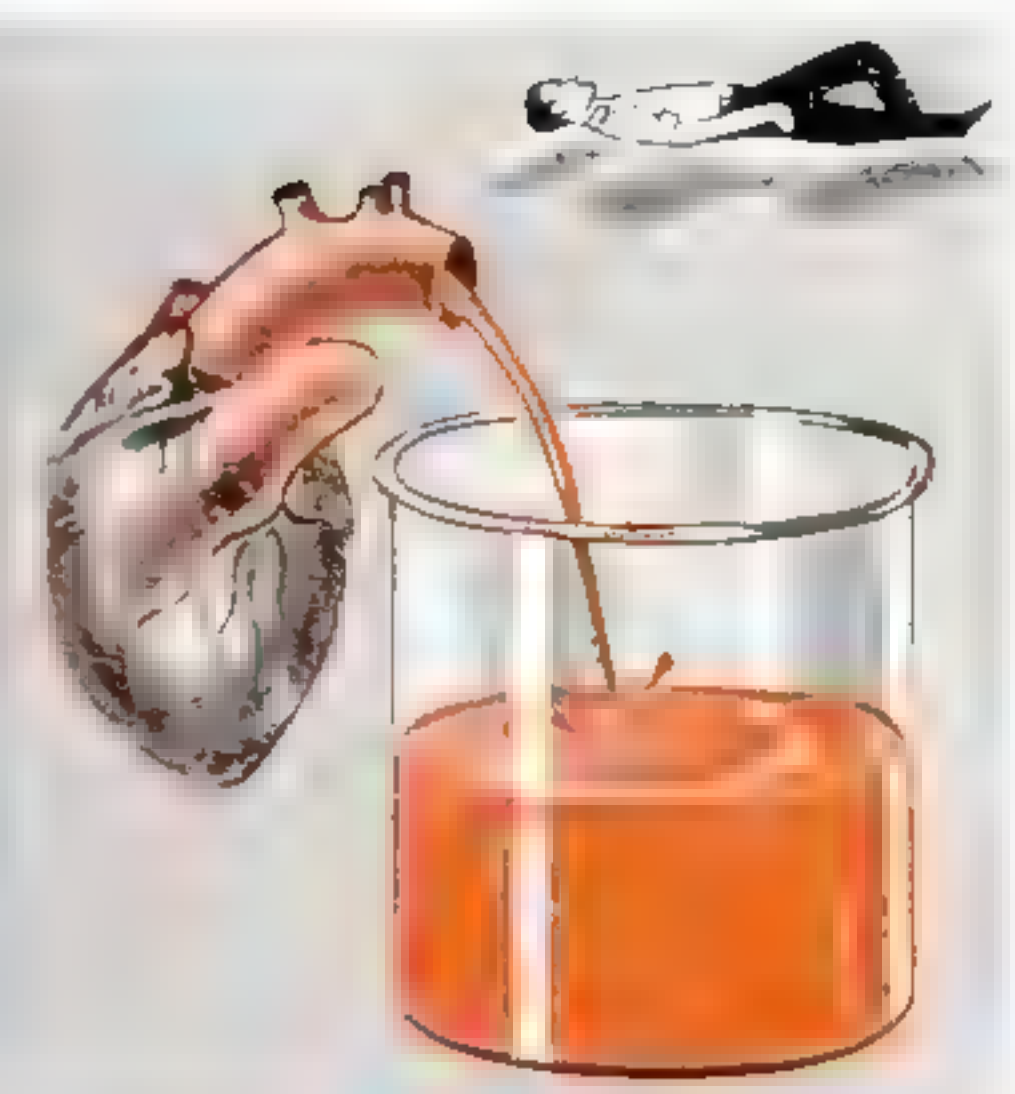




**IN AN EMOTIONALLY CALM MAN** at rest the normal heart action sends  $3\frac{1}{2}$  quarts of blood each minute through arteries



**EXERCISE** such as running up and down steps makes the heart pump about 43 quarts of blood, 65% more than in man at rest.



**THREE MINUTES LATER** heart action and blood circulation are down to previous level. Now see drawings at bottom of page

# PSYCHOSOMATIC MEDICINE

## UPSET EMOTIONS CAN CAUSE ILLNESS, OBESITY, EVEN ACCIDENTS

by FRANCIS SILL WICKWARE

The patient, G. K., lieutenant in the Army, received severe abdominal wounds at Anzio and was sent to a base hospital in North Africa. He was 23 and had been decorated twice for bravery. He had no previous Army medical history and apparently had always enjoyed exceptionally good health. The outlook was favorable for his complete recovery. However, after several months of convalescence he complained of increasing 'pains in the heart,' accompanied by severe shooting pains from the left shoulder down to the wrist, with occasional attacks of dizziness, suggestive of angina. Examination, including electrocardiogram readings, disclosed no organic disease or functional abnormality and the lieutenant was assured that there was nothing wrong with his heart. Nevertheless, his symptoms persisted and he also began to complain of extreme fatigue, although he was permitted only the lightest exercise a few minutes daily. The cardiac symptoms by this time

had become more incapacitating than the rapidly healing abdominal injuries. Presently the patient was interviewed by Major R., a psychiatrist.

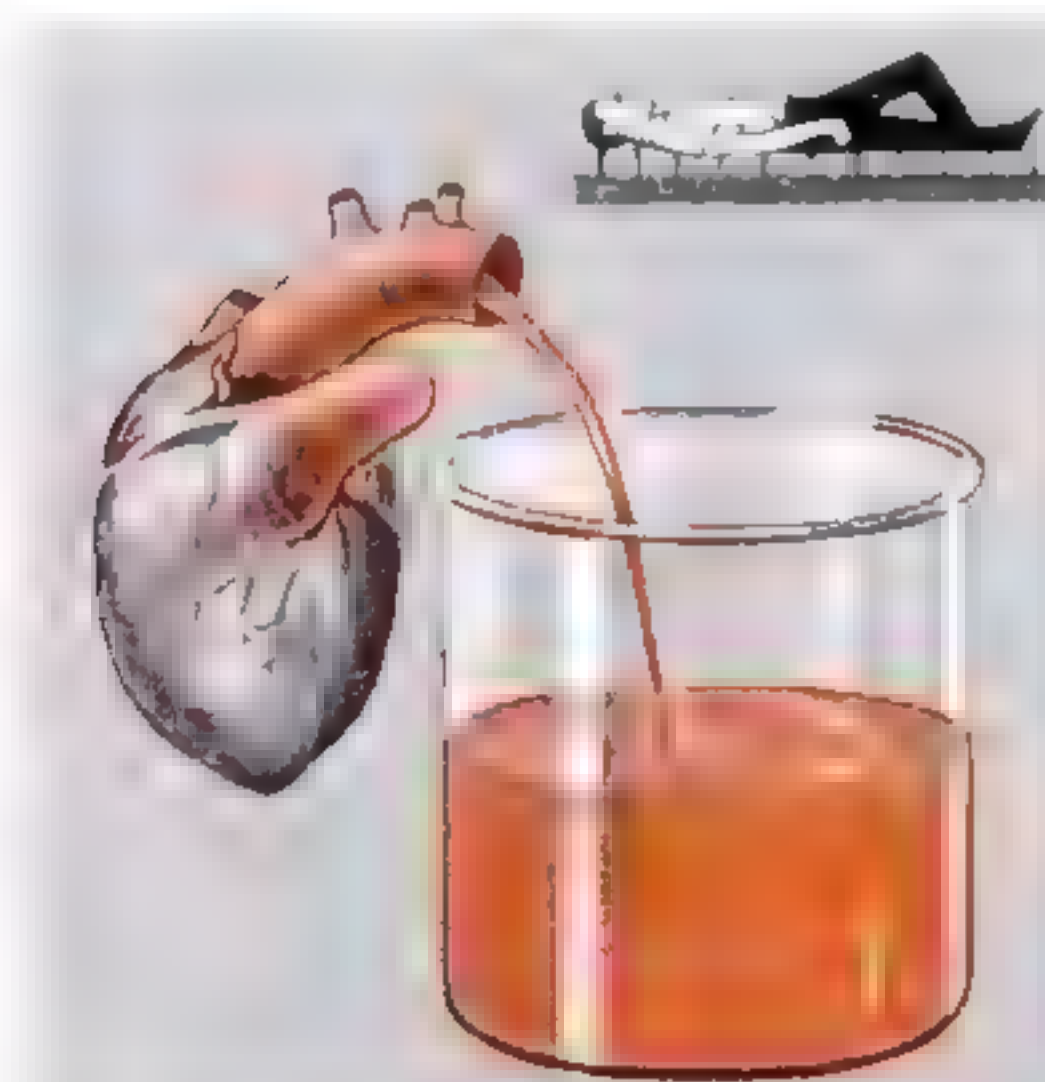
"During the psychiatric interview it developed that the symptoms first appeared about a month after the lieutenant misconstrued a remark by one of the hospital doctors to mean that he would be given a medical discharge. He had been promoted from second to first lieutenant in the field and had expressed a sense of guilt at being in the security of the hospital while his comrades were still fighting. This guilty feeling increased greatly after he convinced himself that he would be discharged and he became bitter and resentful, frequently remarking that he was 'as good as anybody.' The cardiac symptoms appeared to be a response to this neurotic state and possibly represented an unconscious attempt to justify his non-combatant status.

"Psychotherapy consisted of pointing out the

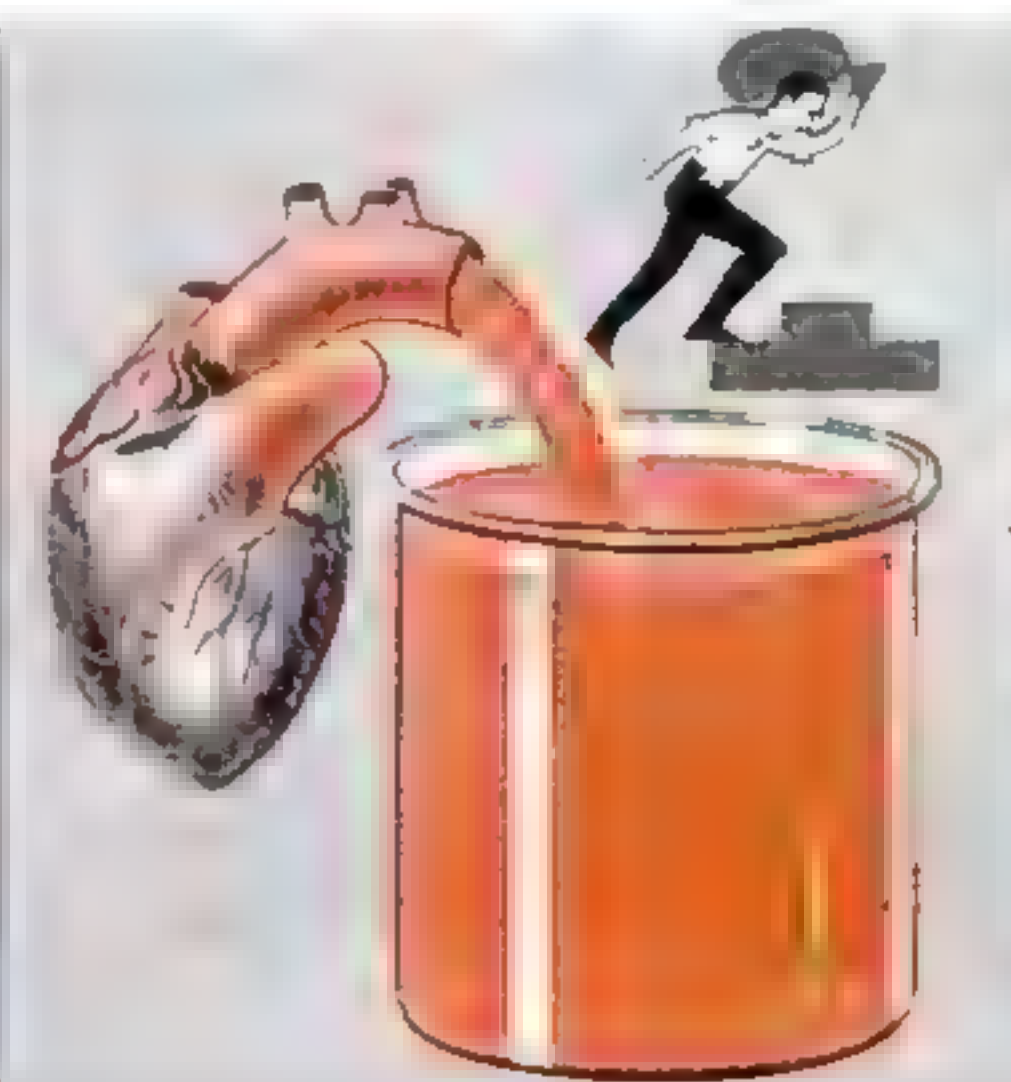
patient's original error—i.e., his misinterpretation of the doctor's remark. He was assured that except for his cardiac symptoms there was no reason why he should not leave the hospital in a few weeks and that he might expect to be back in active service shortly. It took several interviews to persuade him that the medical discharge was his own invention, but when he finally was 'sold' his outlook abruptly changed. The heart symptoms disappeared completely and in a short time he was out of the hospital." Although this heart trouble was of emotional origin, the pains and disability were as real as if caused by true angina.

With trifling changes of detail the case of G. K. might be one of many hundreds of thousands of similar cases recorded in many wars. In the Civil War his condition would have been known as "irritable heart." In World War I it was called "soldier's heart," "effort syndrome"

CONTINUED ON NEXT PAGE



**IN AN EMOTIONALLY UPSET MAN** at rest, heart pumps about same quantity of blood as in heart of calm man shown above.



**EXERCISE** under emotional burden makes the heart pump about 70% more blood, not much more than in the calm man at top.



**HEART FAILURE** can result after exercise under emotional stress because the heart tends to keep on pumping 35% above normal.



**CEREBRAL CORTEX**  
THINKING—FEELING

**HYPOTHALAMUS**  
HOOK-UP TO SYMPATHETIC  
NERVOUS SYSTEM

**MEDULLA**  
HOOK-UP TO  
VAGUS NERVE

**OESOPHAGUS**

**VAGUS NERVE**

**STOMACH**



**NORMAL STOMACH LINING**

**HOW EMOTIONS CAUSE ULCERS** is shown here. Top drawing shows nerve tie-up between seat of emotions in brain and gastrointestinal tract. Normal stomach lining is deep pink. Emotions



**ULCER**

**STOMACH LINING IN AGITATION**

like fear or rage engorge stomach lining with blood, inflaming it, and also increase the flow of acid digestive juices. Inflamed lining is attacked by ulcers, which eat it away, causing ulcers.



## PSYCHOSOMATIC MEDICINE CONTINUED

and "neurocirculatory asthenia." But in World War II it is correctly designated "cardiac neurosis," a term referring to heart trouble with an emotional rather than an organic cause.

In the last war such cases were one of the leading causes of disability, and it has been estimated that as many as five-sixths of all of them were wrongly diagnosed as true heart disease. Patients by the thousands were discharged and pensioned on that basis and, in fact, became chronic heart-disease cases. In this war, however, such errors will be relatively few. This is due to better psychiatric service, improved diagnostic facilities and to the growing recognition of a new branch of medical science called *psychosomatics*.

This word will not be found in many dictionaries and is just beginning to enter the layman's vocabulary, but it is less formidable than it looks. A compound of *psyche* (pertaining to the soul or the mind) and *soma* (the body), it describes the juncture of psychiatry and medicine in the treatment of disorders caused primarily by emotional disturbances. It is not a new discovery, but rather a reaffirmation of the ancient principle that the mind and the body are interactive and interdependent, a principle that has always guided the intelligent general practitioner. Indeed, the traditional old family doctor very often was an excellent psychosomatic physician, although he never thought of himself as such. His patients usually were intimate friends, and he was as familiar with their emotional and psychological structure as with their physical peculiarities. He was well aware that the two frequently were closely related. As a science, psychosomatics aims at discovering the precise nature of the relationship for the greater benefit of doctors and patients alike.

Everyone knows that emotions produce acute physical reactions. We know that the physical act of blushing is a response to the emotion of embarrassment, that trembling, palpitations and increased sweat secretions accompany fear, that disgust may lead to nausea, and that shuddering and gooseflesh may be produced by horror or sudden fright as well as by cold. We speak of "breathing easier" after a dangerous or anxious period is past and of "taking a load off the chest" by expressing pent-up thoughts. Perhaps the most striking single example of the interplay between emotions and the physical reaction is furnished by the lie detector, a notable psychosomatic machine. The most hardened criminal or most expert liar cannot control the involuntary mental conflict which occurs with the telling of a falsehood and which is registered physically by minute changes in skin temperature, secretion of perspiration, blood pressure, pulse rate and other indices recorded by the machine.

### Emotions and physical disease

Thus the emotions create bodily reactions ranging all the way from a simple blush to such spectacular phenomena as pseudocyesis or false pregnancy. This is a common occurrence in female dogs and is by no means rare in women. It may result from either intense fear of or great desire for pregnancy. The patient believes so completely that she is pregnant that she develops all the symptoms of pregnancy, including enlarged breasts and abdomen, subjective sensations of fetal movement and, finally, acute labor pains. In many cases women with pseudocyesis refuse to accept the doctor's word that they are not pregnant and continue to show symptoms for months or even years.

Psychiatrists have long contended that emotions (and deep subconscious conflicts as well) also can lead to incapacitating or even fatal physical illnesses. Although the medical profession as a whole never has been overly cordial to psychiatry, most progressive doctors today agree with this contention and it is within this area of agreement that the practice of psychosomatic medicine lately has developed. War has influenced its development, for the incidence of psychosomatic ailments has skyrocketed among both civilians and the military. It is estimated that at present between 40% and 50% of all Army disability cases are of psychosomatic origin, and medical officers are receiving intensive instruction in the treatment of such cases. This high percentage is due partly to the emotional stress and strain of war, partly to better recognition of psychosomatic diseases, partly to the notable triumphs of medicine over bacterial infections. As the infections have declined, the relative proportion of psychosomatic ailments has increased.

There is no way of guessing at the number of people in the total population who are afflicted with psychosomatic illnesses. Until quite recently most physicians believed that only peptic ulcer (stomach ulcer), mucous colitis and other gastrointestinal disorders could be classified as truly psychosomatic. Today, however, the emotions are regarded as the primary cause—or as a precipitating or aggravat-

CONTINUED ON NEXT PAGE



## HONEY

### cures your smoke

Honey is sprayed and brushed into Yello-Bole Pipes. It blends gently with the tobacco—so that the pleasant, mild flavor of it joins with the tobacco-flavor and aroma, forming the most enjoyable, satisfying smoke ever imagined in the most wishful hopes for "the perfect" pipe smoke. Don't miss this wonderful treat. You don't have to get used to a Yello-Bole. You'll find it enjoyable from the start. Continued rising demand from all Fronts makes Yello-Boles scarce, but your dealer is being supplied as frequently as possible.

YELLO-BOLE PREMIER \$2.50

YELLO-BOLE IMPERIAL \$1.50

YELLO-BOLE STANDARD \$1



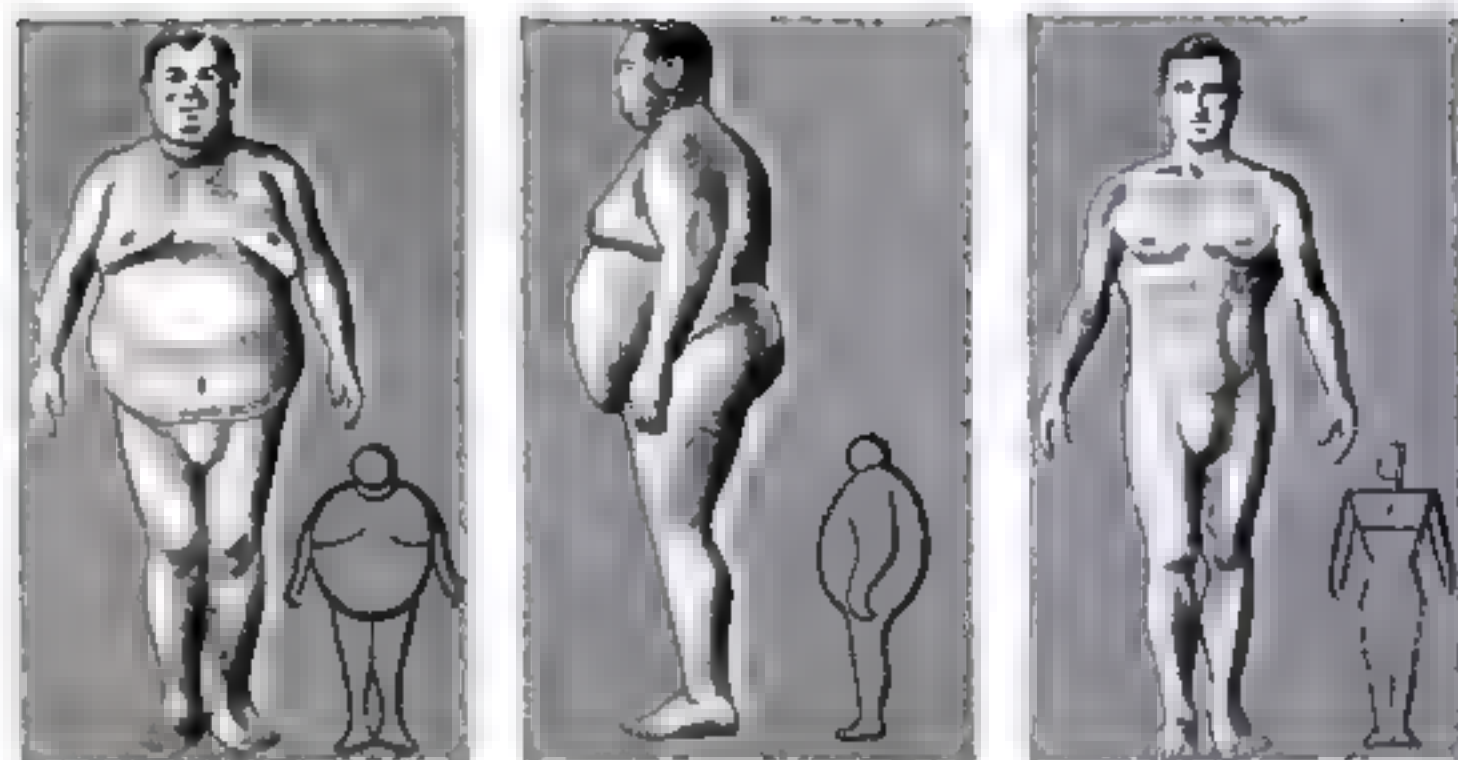




If you would get  
the most for your money  
in goods or services, deal  
with the man who sells  
products that are **KNOWN**  
for their high quality.

**BUY TO LAST**

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 32  
Exide Batteries of Canada, Limited, Toronto



**VARIETIES OF HUMAN PHYSIQUE** have been classified by Dr. W. H. Sheldon of Harvard. Shown above in front and profile views are the three extreme types. Sheldon calls them (left to right): endomorph, dominated by internal organs, mesomorph, dominated

### PSYCHOSOMATIC MEDICINE CONTINUED

ing factor—in many cases of bronchial asthma, hay fever, hypertension (high blood pressure), arthritis, heart disease, rheumatic disease, diabetes mellitus, the common cold and various skin conditions such as hives, warts and allergic reactions. Indeed, the more *avant garde* practitioners now would include many other things—tuberculosis, obesity and alcoholism, for instance. Tuberculosis, of course, is caused by the bacillus, but psychiatrists believe that a percentage of patients unconsciously impede or prevent recovery because they find that the disease is congenial and that convalescence fills an emotional need, a theme which has been explored by Thomas Mann in *The Magic Mountain*.

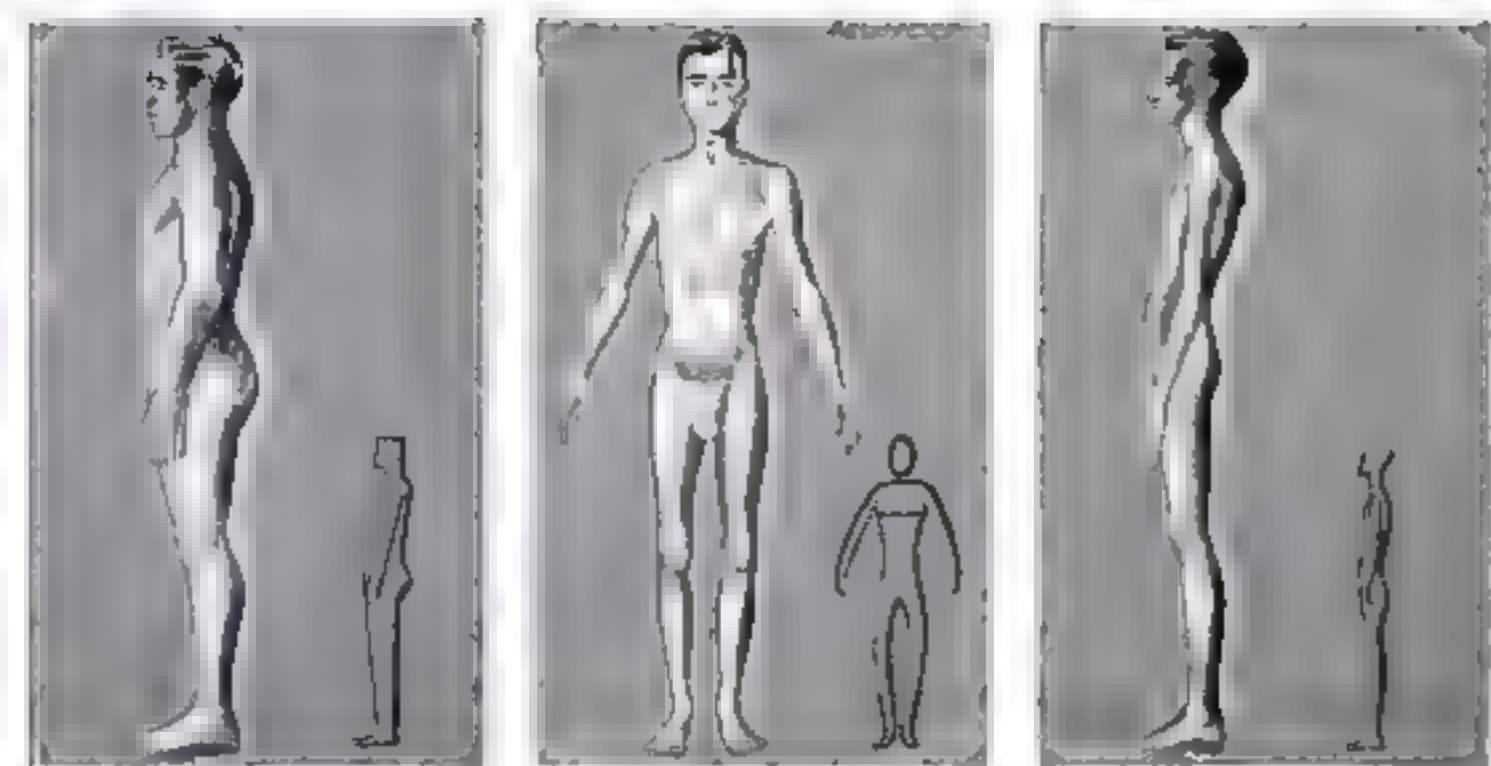
As for obesity, its usual cause is overeating, but overeating is interpreted as an act whereby the gourmand compensates for some inner deprivation or frustration. Long recognized by psychiatrists as a definite disease and not merely a bad habit, alcoholism is only the visible symptom of a serious emotional disturbance, frequently with sexual implications. Also belonging in the psychosomatic category is the old-fashioned affliction known to doctors and lawyers as "railroad back." In days when train accidents were numerous slightly jolted travelers were prone to develop "paralysis". This condition resisted all medical treatment and could be cured only by the application of compensation payments from the railroad company. However, the paralysis was real enough while it lasted.

### Accidents with a purpose

The most intriguing psychosomatic idea is that many common accidents—falls, burns, cuts, automobile collisions and the like—also can be traced to emotional origins. Nearly everyone knows certain individuals who seem constantly to have mishaps of one kind or another; and there is statistical proof that a percentage of people actually have a predisposition to accidents. In studying automobile accidents, for example, the National Safety Council discovered that drivers with a record of four accidents were 14 times as numerous as the laws of chance would indicate, while those with seven accidents were 9,000 times as common. Furthermore, the study revealed that in a conspicuous number of cases the same persons repeated the same accidents. In another study the National Research Council investigated the records of commercial drivers employed by a number of utility companies and recommended shifting to different jobs the 5% of men with the highest number of accidents. When this was done the accident rate for the group as a whole dropped 80%. But the men who changed jobs continued to show an accident rate far above normal in the new jobs. As stated by Dr. Flanders Dunbar, noted woman psychiatrist and a leader in psychosomatic medicine: "The consensus of reports is that from 80% to 90% of all accidents are not due to defective machinery, to a physical or mental defect, or to lack of skill in the worker, but to an X factor in the person injured."

In brief, the X factor is the personality or emotional complex of the accident victim himself. For any number of possible reasons the individual unconsciously exposes himself to an accident-producing situation. The motivation may be to withdraw from a difficult domestic situation, to cover up a failure, to obtain sympathy and attention or to commit suicide. On record is the case of a man who in the course of 20 years was struck by lightning three times, was buried alive in a coal mine, lost an arm and one eye by being shot through the air from a cannon, fell off a 30-foot cliff and suffered multiple fractures, was thrown by a horse and dragged through a





by muscle and bone; ectomorph, dominated by nervous system. Most people are compromises of these types. Sheldon has set up corresponding psychological types. In his psychosomatic groups may be found a key to susceptibility to certain kinds of disease.

barbed-wire fence, fractured his skull by falling from a bobsled, was run over by a horse and wagon at the age of 82 and by an automobile the following year, when he also fell on the ice and broke his hip. The layman would consider this fellow a victim of a jinx, but the psychosomatic doctor would say that he had a compulsion to accidental self-destruction and subconsciously wanted these disasters to happen. The doctor would call them purposive accidents.

No one knows precisely the mechanism whereby emotions lead to illness, but in the formation of peptic ulcer, at least, the process is fairly clear. Perhaps the commonest psychosomatic ailment and a leading cause of disability in the Army, peptic ulcer is said to afflict as many as 15% of the population at one time or another. Between 80% and 90% of all cases are believed to be of emotional origin and are of a recurring character, with ulcer flare-ups closely accompanying conflicts and emotional disturbances. Medical treatment alone can do much to alleviate the discomfort of peptic ulcer, but usually the cure must be psychosomatic.

### The emotional stomach

The ulcer rate is highest among white males, and it is notoriously high in the ranks of high-powered executives, a circumstance which has caused peptic ulcer to be called the "wound stripe of civilization." Indeed, doctors have been able to portray in general terms the typical ulcer patient. He is between 20 and 40 years old, tall and slender rather than stout and probably with a history of ulcer predisposition in the family. He looks not unlike Humphrey Bogart. He is active, intelligent, ambitious, aggressive, independent. Whereas the so-called "emotional type" blows off surplus emotional energy like smoke from a stack, the typical ulcer patient keeps his emotions tightly corked inside. He appears to be without nerves, but in reality he shudders with anxiety. The onset of ulcer may occur in a situation similar to the one described in the following case history:

"T.W., a man of 34, was employed by the L----- Company as assistant district sales manager. His previous medical history was excellent. He first complained of ulcer symptoms about two months after his promotion to the position of sales manager and was placed on a bland diet and told to give up smoking and drinking. Some improvement occurred until the quarterly meeting of the L----- Company sales managers, at which time the attacks became so severe that T.W. went to a hospital and was operated upon for appendicitis. Ulcer symptoms persisted after the operation and violent attacks occurred at intervals, usually at the time of the sales conferences. This state of affairs continued for three years, when the company insisted that T.W. go away for a long rest. During this period he received psychiatric treatment and was advised to give up his job or to transfer to a different division of the company. Eventually T.W. moved to the advertising and promotion department, whereupon the attacks ceased and there was a gradual disappearance of symptoms."

In the analysis of the case it was pointed out that a perpetual competition went on among the various division sales managers, with each trying to establish a sales record for his territory every quarter. The figures were read at the sales meetings and prizes were awarded. T.W. had advanced rapidly in the company and was the youngest of the sales managers. He was intensely ambitious and determined to make a record for his division. He suffered chronic anxiety lest he be unable to make as good a showing as the older and more experienced men, and with the approach of each sales meeting worked himself up into an emotional ferment which precipitated the ulcer flare-ups. By transferring to the advertising department his work became more

CONTINUED ON NEXT PAGE

# FALSE TEETH WEARERS



## How YOU can Avoid The Danger of DENTURE BREATH

Don't blame your son, Mister, if he shies away! He wants to be affectionate! But even his little nose can't take your ... Denture Breath. Avoid offending this way. Don't trust brushing your

denture with ordinary cleansers that scratch plate material. Such scratches help food particles and film to collect faster, cling tighter, causing offensive Denture Breath.

**PLAY SAFE—SOAK DENTURES IN POLIDENT DAILY**

**It's Easy! It's Quick!**  
Soak your plate or bridge in Polident fifteen minutes or overnight ... rinse ... and it's ready to use. A daily Polident bath gets into tiny crevices brushing never seems to reach—keeps your plate sparkling clean and odor-free.

**NO BRUSHING**

What's more ... your plate material is 60 times softer than natural teeth, and brushing with ordinary tooth pastes, tooth powders and soaps often wears down the delicate fitting ridges designed to hold your

plate in place. With worn-down ridges, of course, your plate loosens. But, since there is no need for brushing when using Polident, there's no danger. Besides, the safe Polident way is so easy and sure!



**Later—**Now it's real fun—for Dad and son! No offensive Denture Breath to spoil that precious partnership. He's one of the delighted millions who have found Polident the new, easy way to keep dental plates and bridges sparkling clean, odor-free. If you wear a removable bridge, a partial or complete dental plate, play safe. Use Polident every day to help maintain the original natural appearance of your dental plate. Costs less than 1¢ a day. All drug counters; 30¢, 60¢.

**NEW!**  
Another  
Polident Product  
**DENTU-GRIP**  
Pleasant Powder to  
Hold Plates Tight

**Use POLIDENT Daily TO KEEP PLATES AND BRIDGES  
CLEAN...AND ODOR-FREE!**





"Gosh, Hubert—since you got rid of your '5 o'clock Shadow' I'd forgotten we hadn't even seen the Falls!"

## BE A RIVAL ATTRACTION!

Gem's the blade that keeps your face free from "5 o'clock Shadow"—keeps you neat, smooth and attractive. So insist on genuine Gems. Made by the makers of your Gem Razor, Gems fit precisely, shave perfectly.

AVOID '5 O'CLOCK SHADOW' WITH

**GEM**  
RAZORS and BLADES



PAPER PACKS A WAR PUNCH!  
Fight Waste · Save Paper for Salvage

## PSYCHOSOMATIC MEDICINE CONTINUED

creative and less competitive and the anxiety-producing factors were removed. The healing of the ulcer condition matched the lessening of emotional tension.

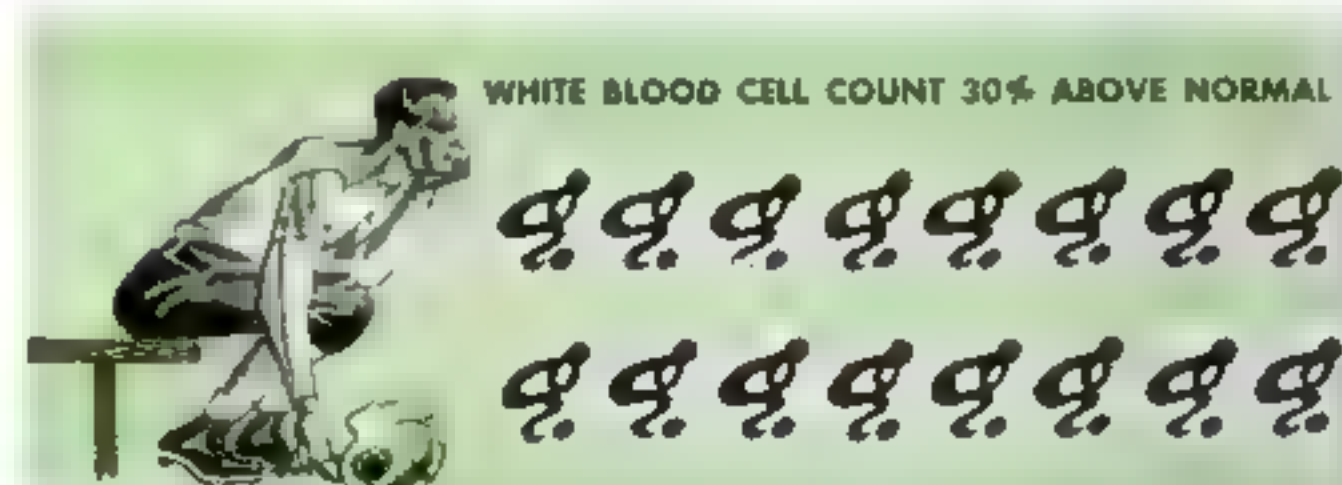
The physiological processes by which a peptic ulcer develops are shown in the drawing on page 50. In the other psychosomatic diseases there is the same sequence of emotional cause and physical effect, but not so much is known about the intermediate steps. For example, in the allergic conditions like asthma the emotional outlook of the sufferer definitely affects the frequency and severity of the attacks, but just how and why doctors are not sure. Asthma occurs in individuals who are sensitive to a specific irritating substance called the allergen. This may be one of many scores of things, such as feathers, cat hair, flower pollen, etc., or a combination of several. The psychosomatic argument is that if asthmatic attacks were produced solely by the allergen, they would always occur when the irritating substance was present. But asthma patients react to the allergens at certain times and at other times do not. Moreover, after violent emotional outbursts they are temporarily free from attacks; and during depressive illnesses the attacks subside but recur again after the illness has run its course. Occasionally the attacks begin when the allergen is not present at all—as in the case of a man who was sensitive to cat hair and developed the familiar paroxysm when shown a clay model of a cat. Thus it seems likely that a patient's emotional outlook determines whether he will be susceptible to an attack at a 'given' time. The psychic causes of asthma have been described variously as intense suppressed desires, repressed hostility, sexual disturbances and an unconscious wish to revert to infantile dependence.

### Heart trouble may be in the mind

Cardiovascular disorders (heart disease) comprise another major psychosomatic group. These are of special importance at present not only because of the high rate of psychosomatic heart conditions in the Army, but because heart trouble of one kind or another has begun to affect a much younger segment of the civilian population than before. Formerly a heart patient as young as 35 was a rarity. Today, according to Dr. Flanders Dunbar, Army and Public Health statistics show that this condition has become a major problem in men in the 15 to 35 age group. This, in part, is a psychosomatic reflection of the increased emotional strains and stresses of war, Dr. Dunbar says.

The high blood pressure that often precedes or follows heart trouble is also frequently psychosomatic in origin. Increased pressure may, of course, be due to an organic condition like arteriosclerosis, which impedes the circulation of the blood. But it can be due solely to emotional stimulus. As noted before, a considerable rise in blood pressure is caused by rage or fright. This rise is temporary and subsides with the disappearance of the emotion. But if the emotion were to continue, so would the hypertension. The chief personality characteristic of persons with hypertension is resentment. When the resentment is chronic, chronic hypertension and heart trouble follow.

A somewhat similar explanation is offered for the psychosomatic factors in the common cold. Most people have noticed that this infection is highly capricious. At times an individual in good general health will contract a cold in mild weather for no apparent reason. At other times he may be tired and run-down and be exposed to severe weather, yet no cold will develop. Although no one is absolutely sure about the origin of the common cold, it is thought that it is the result of an attack by the cold virus on the nasal mucosa when resistance of the latter is temporarily lowered. Sudden chilling, for example, contracts the blood vessels in the mucosa, changes the color of the membrane and presumably lowers its resistance. Studies by Drs. Thomas Holmes, H. G. Wolf and Miss H. Goodell have shown that emotional stress can produce changes equally serious



IN NERVOUS TENSION of waiting for game to start, white-cell count in blood stream shows a 30% increase. Doctors have not established exact psychosomatic explanation.



in the mucosa. In other words, a strong emotion like fear may reduce resistance to the cold virus just as much as getting caught without an overcoat in a blizzard.

Thanks to certain recent developments, Army and Navy doctors are becoming more familiar with the psychosomatic approach, and it seems likely that in the postwar future the rest of the medical profession will become more aware of it. The first development is a notable simplification of diagnosis in psychosomatic illness. Over a period of years, data have been accumulated on tens of thousands of cases. These now have been correlated and it has been found that psychosomatic patients fit into definite patterns of family background, health record, personality, social adjustment, economic and educational attainments, etc. In some categories they also tend to have similar physical characteristics.

An impressive system for classifying the varieties of human physique has been established by Dr. W. H. Sheldon of Harvard. Somatic or physical types, according to Sheldon, may be classified according to the relative balance in their make-up between the three main classes of body tissues that develop from the three cell layers of the early embryo. Roughly, these are the digestive tract, derived from the endoderm or inner embryonic layer; the skeleton and musculature derived from the mesoderm or middle layer; and the skin and nervous system derived from the ectoderm or outer layer. Extreme types, resulting from domination by one of the three embryonic layers, are shown on pages 52-53. Fortunately, most human beings represent a compromise between them. The popular idea that fat men are jolly and thin men high-strung fits nicely into Sheldon's more recent work. He has demonstrated that there is a strong connection between physique and personality and that, loosely speaking, the fat man may be jolly because he is fat. Together his psychological and somatic types combine to make a complete system for classifying psychosomatic types, which promises important developments in the next few years.

Personality Profiles of the types most prone to many psychosomatic illnesses (including purposive accidents) already have been compiled by Dr. Dunbar and associates and have been distributed to doctors in services and more will be completed within a few months. The importance of the profiles is that they telescope the process of diagnosis. If the patient's personal history closely jibes with one of the profiles, the doctor may be reasonably certain that psychosomatic factors are involved in the illness and proceed accordingly. Otherwise, weeks or months may be wasted on medical experimentation before the same conclusion is reached.

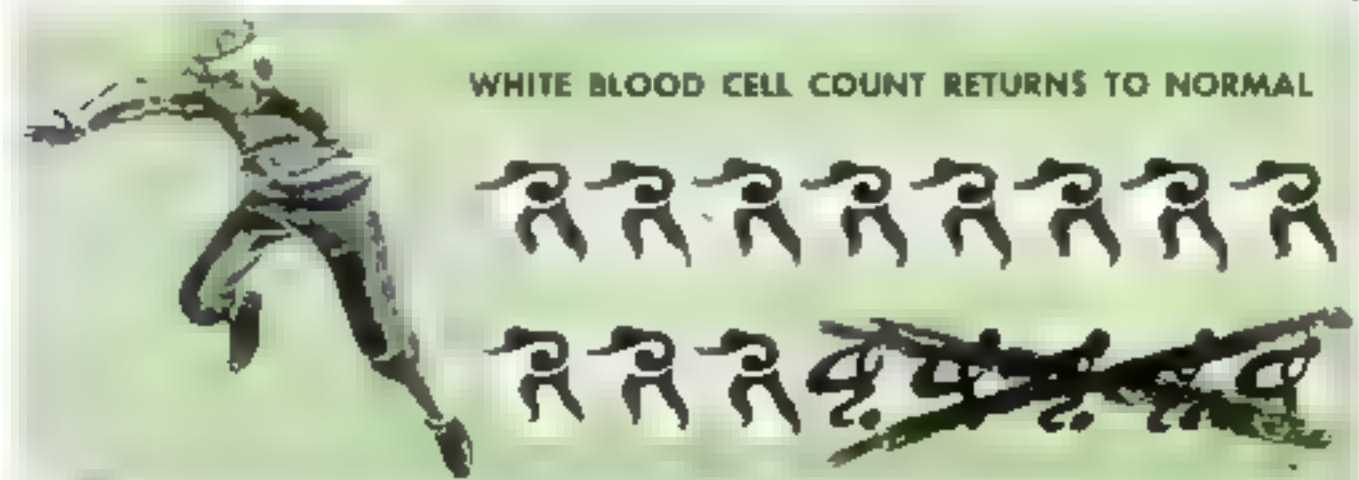
The second development is one which may conceivably revolutionize psychiatric practice.

### New short cuts to analysis

Having decided that his patient's illness is psychosomatic, the doctor's next step is to locate the source of emotional difficulty. Sometimes it is apparent in the life situation of the patient—an intolerable marriage, a hopeless financial situation, precarious employment, rivalry of business associates and so on. If the patient is in a position to divorce his wife, change his job, make more money or otherwise alter the external circumstances which bedevil him, his illness likely will disappear. If he cannot change the external circumstances, the prognosis for the illness is bad.

But most cases are not so simple. The patient's emotional disturbance may be buried in his unconscious, in which event he will not know anything about it except as it produces a chronic feeling of uneasiness or anxiety and perhaps manifests itself in distorted dreams. Such cases must be referred to a psychosomatic specialist or a psychiatrist, and the treatment almost certainly will be long, costly and uncertain. In one case it required 29 months of analysis of a 38-year-old man to discover that his difficulty stemmed from the fact that he had been away from home when his mother died. He was 6 years old at the time and unconsciously had formed the impression

CONTINUED ON NEXT PAGE



**IN TEAM PLAY** white-cell count in blood stream declines as tension eases. In individual games like tennis, however, white-cell count remains at high level throughout.



Laboratory food analyses show that average American meals lack sufficient vitamins and minerals

## WANT TO BE A MILD CASE?

**W**HILE acute vitamin deficiencies are relatively simple to diagnose, sub-clinical or mild cases of dietary deficiencies are harder to detect, affect a greater number of people and are more apt to go unnoticed, hence untreated.

Their effect is usually indirect, influencing general well-being and efficiency, often resulting in lack of energy, nervousness, irritability, poor digestion. Yet these conditions can be prevented.

That dietary deficiencies are widely prevalent is attested to by U. S. Government findings that showed literally millions of American families—including rich, poor and in-between—were not getting enough vitamins and minerals from their meals.

That is why Doctors recommend Vimms. For unlike most vitamin preparations, Vimms contain *all the vitamins* that Doctors and Government experts agree are essential in the diet—and *all the commonly lacking minerals as well.*



**To feel your best**—make sure of getting enough vitamins in your diet. Take Vimms! For unlike most vitamin preparations, Vimms give you not only vitamins A and D, not only the important B Complex Vitamins, but all the vitamins Doctors and Government experts agree are essential in the diet. Vimms also give you Iron for good red blood, Calcium and Phosphorus, too.

## VIMMS



**Medical recommendations**—Vimms meet Medical Councils' recommendations for multi-vitamin formulas. Moreover, three Vimms daily will raise the average diets of children and adults up to or above the Recommended Daily Allowances for vitamins and minerals adopted by the National Research Council.



**3 Vimms at breakfast**—No one tablet or capsule per day, scientists found, can give you all the vitamins and minerals that you get in the Vimms' formula and still be easily swallowed. That's why Vimms come in three tablets per day. Easily swallowed, Vimms are also pleasant-tasting—leave no after-taste.



**TRUST**  
*Your Hand*  
**TO KNOW**



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**33**

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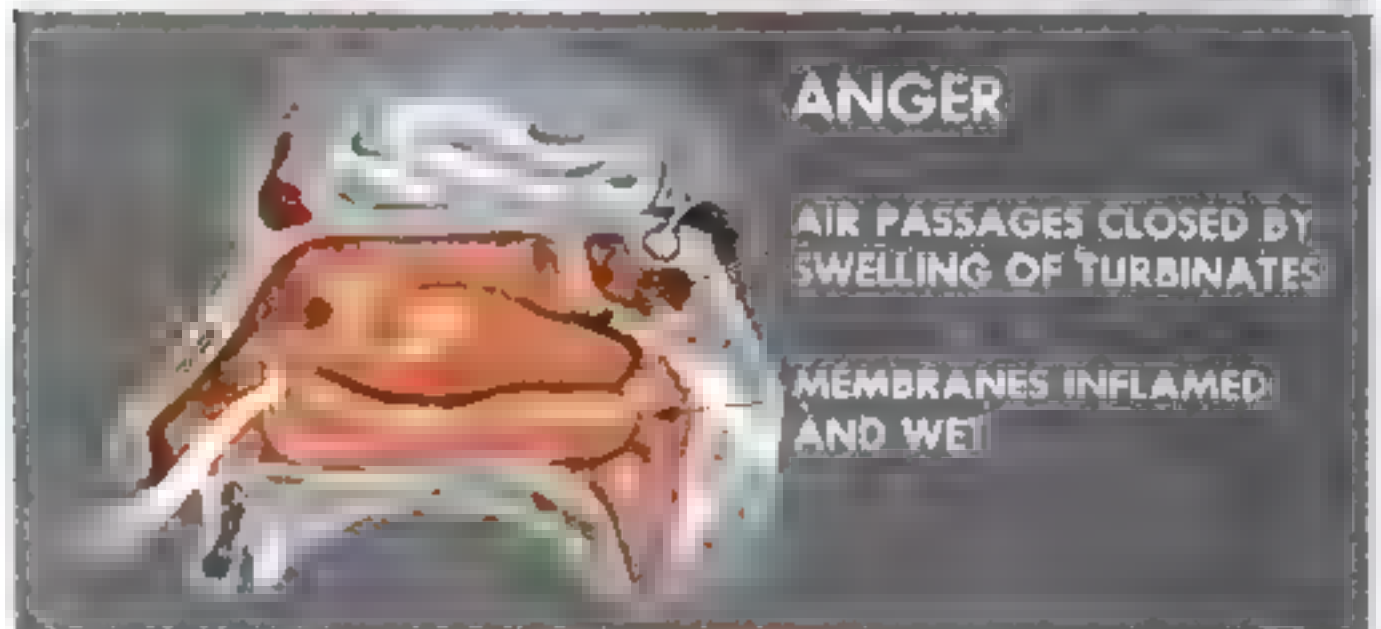
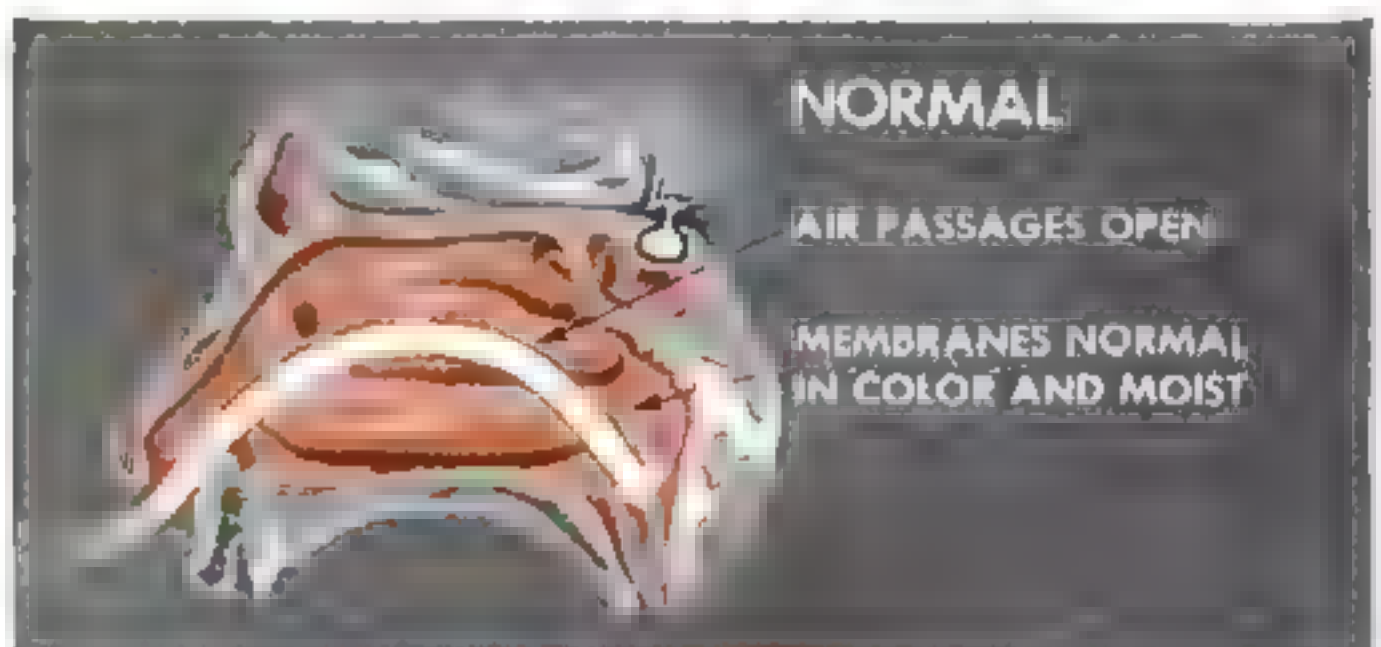
## PSYCHOSOMATIC MEDICINE CONTINUED

that she had been buried alive and that he somehow was to blame because he had not been present at her death.

Obviously, the technique of psychoanalysis is out of the question in the services and because of time and expense it is out of the question for most civilians as well. But in the Army and Navy today a new technique called narcohypnosis is reported to have given, in a matter of hours, results comparable to prolonged analysis. Psychoneurotic cases, so badly shocked by battle experiences that they cannot talk about them, have been given injections of the drug sodium pentothal. This induces a dreamlike state in which the barriers to memory are removed. The patient then releases the suppressed material driven into the unconscious and relates or enacts the experience causing the neurosis. According to Lieut. Colonel Roy R. Grinker and Major John P. Spiegel, authors of the paper "Brief Psychotherapy in War Neuroses": "... It is electrifying to watch the terror exhibited as the patient relives moments of supreme danger such as the imminent explosion of shells, the death of a friend before the patient's eyes or the absence of cover under a heavy dive-bombing attack. The body becomes increasingly tense and rigid, the eyes widen, the pupils dilate, while the skin becomes covered with perspiration. The hands move about convulsively, seeking a weapon or a friend to share the danger. Breathing becomes incredibly rapid and shallow. The intensity of emotion sometimes becomes more than he can bear and frequently at the height of the reaction there is a collapse and the patient falls back in bed and remains quiet for a few minutes, usually to resume the story at a more neutral point. "

The hypnotic method is used in conjunction with classic psychotherapy—in other words, heart-to-heart talks between the patient and psychiatrist. If the results claimed to date are supported by wider evidence, it would appear that one of the great disadvantages of psychotherapy—namely, impracticability—has been removed. If narcotic drugs can indeed accomplish the equivalent of months of free association in psychoanalysis, then psychiatry will be more nearly at the service of the common man. He badly needs it, not only for the immediate healing of his psychosomatic scars, but for the future of civilization.

DRAWINGS BASED ON STUDIES AT NEW YORK HOSPITAL—CORNELL MEDICAL CENTER



**NASAL PASSAGE** shows effect of emotion on body. Change caused by anger is comparable to that caused by cold weather, may result in lowered resistance to common cold.



*A good disposition can be  
an aid to good health ...*

In child or adult, a disposition that is easily and often upset, even though lightly, can help produce an out-of-sorts feeling all over. A sunny smile is usually associated with blooming health.



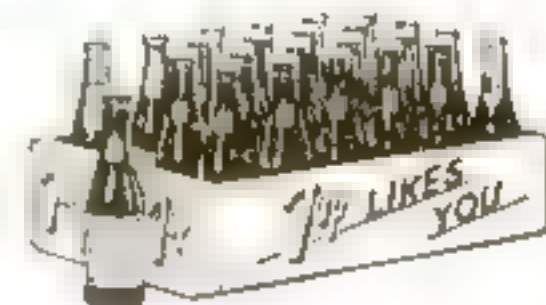
*"Fresh up" - keep smiling!*

*You like it...  
it likes you*

In millions and more millions of homes, 7-Up is the day in and day out family drink. Its cheerful, clean-tasting flavor and liveliness always bring a smile to keep your good nature on even keel. From Granddad down to the tiny tots, everyone likes it, everyone enjoys it ... and it likes everyone.

Get a case of 7-Up today. Invite the family to sip it ... taste it. Drink it slowly ... roll it over and under your tongue. Notice the "fresh up" effect ... its complete satisfaction to your taste and thirst. Any store displaying the 7-Up signs will supply you.

Order a case from  
your dealer



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Monday Nights, Coast to Coast, NBC Network . . . 9:30 E.W.T., 8:30 C.W.T., 7:30 M.W.T., 6:30 P.W.T.

# "INFORMATION PLEASE" joi

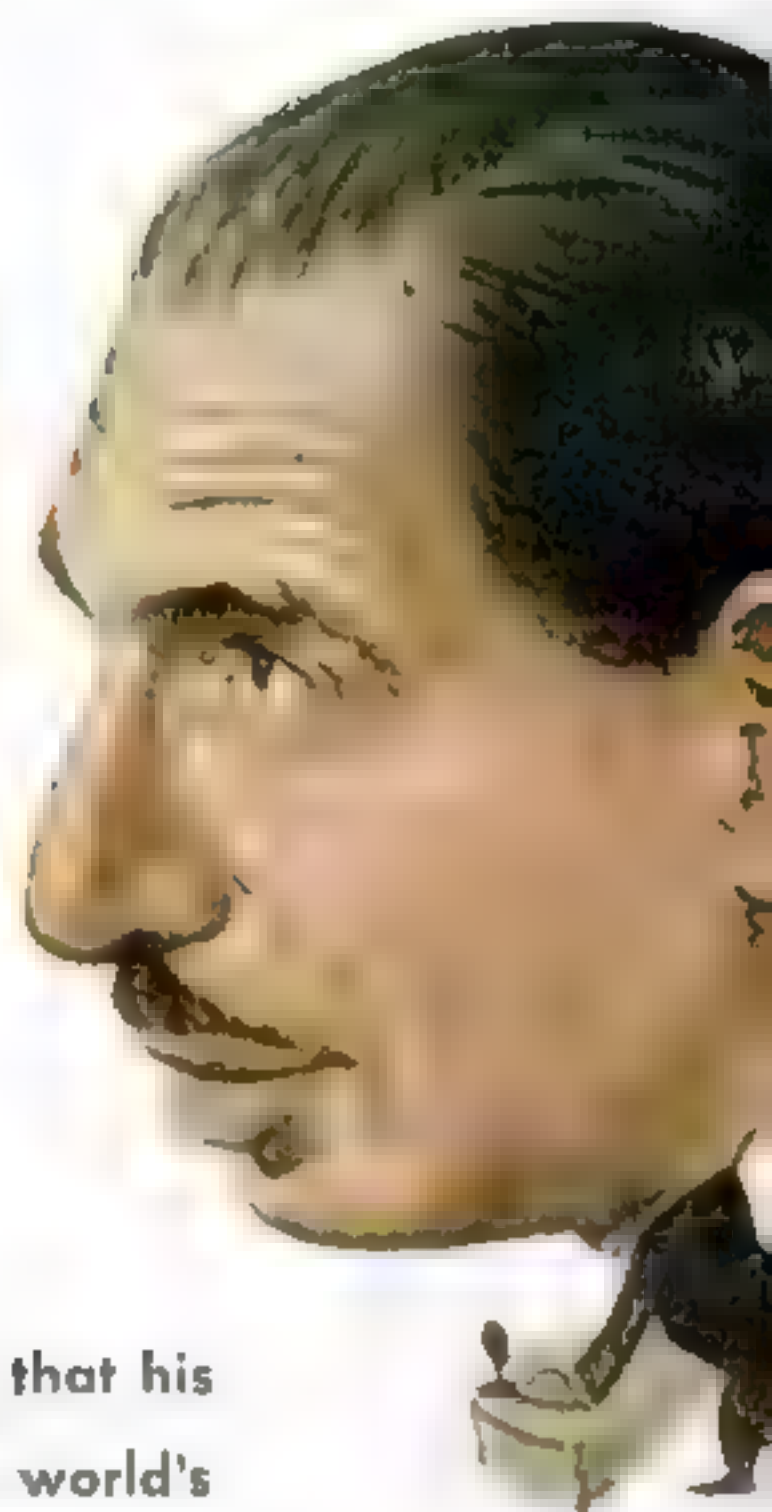


**FADIMAN:** Gentlemen, our new sponsor's trademark is the Flying Red Horse, identifying some 45,000 Service Stations from Coast to Coast. Can you tell us what outstanding feats this modern Pegasus has accomplished? . . .



**ADAMS:**

That's easy—he's also the father of the World's Largest-Selling Motor Oil, MOBILOIL . . . and America's favorite gasoline, MOBILGAS—not to mention some 300 specialized petroleum products helping to win the war . . .



**KIERAN:** Yes, sir. But I'd say that his latest and greatest feat is siring the world's greatest catalytic cracking plants that produce the top-flight aviation fuels for our war planes; the fuel that gives them the speed, climb, and load capacity that has put them on top and will keep them there with this—excuse it please—Flying Horsepower.

**"EXPERTS" ALWAYS  
DO THE BEST JOB**



**Mobilgas**

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is up with another "EXPERT."

*Your Friendly  
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NEW SPONSOR FOR THE  
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RADIO PROGRAM!**

**T**UNE IN THE EXPERTS—Fadiman, Adams, Kieran and famous guest stars—who amuse and amaze millions every Monday night with their vast knowledge of everything under the sun.

*And for a car that will last, see another expert . . . your Mobilgas dealer! Get his complete Mobilubrication Service. Have him protect your engine against wear and repairs with the world's largest-selling motor oil . . . Mobiloil! Have him check and protect radiator, gears, chassis—every vital car part—with the right product, the right way! Remember—older cars need better care . . . and get it at Mobilgas dealers! Stop at the Sign of Friendly Service today.*

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Who could pick  
just one favorite from  
this plateful of flavors?

Talk about variety! These handsome tempters are only part  
of Del Monte's big flavor family. Every one of them delicious!  
So, what if your grocer doesn't have exactly the one you'd  
planned on? Any Del Monte Brand Vegetables he has will  
give you just the tempting freshness you want.  
That's why it'll pay you to look for the famous red shield  
on the green label — and enjoy Del Monte quality every time  
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Remember! Del Monte puts

*flavor  
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**In Growing.** Del Monte quality starts from  
seed. Our variety men select a specially selected  
seed and only the best seed is ever sown to  
produce the finest natural flavor.

**In Picking.** Our own red men check  
thoroughly at the canning plant when to harvest  
to insure uniformity.

**In Packing.** Each day's pack must pass the  
checked and re-checked to quality for the Del  
Monte label — first at each cannery, then at central  
Del Monte headquarters.



*Del Monte*  
**VEGETABLES**





FOR SKIING AT 40° BELOW ZERO BLANCHE WEARS A DEERHIDE JACKET, A RACCOON-EDGED HOOD, FUR-LINED MITTENS AND TWO PAIRS OF UNDERWEAR UNDER HER TRIM PANTS

# SKI FASHIONS

Pretty model helps make Canada's  
Mont Tremblant a new style center

The title of ski-fashion center of the world, once held by St. Moritz in Switzerland, and in recent years challenged by Sun Valley, Idaho, this winter belongs to Mont Tremblant, a resort in the Laurentians 90 miles north of Montreal. Two factors have contributed to the elegance of Mont Tremblant: 1) many of the guests are rich, well-dressed friends of the owner, Joseph B. Ryan, grandson of Financier Thomas Fortune Ryan; 2) one of the instructors is a beautiful former model, Blanche Rybizka (see above and cover

Blanche has an extensive collection of sweaters, jackets, parkas, hoods, scarves, belts, mittens which she juggles around to make interesting, colorful outfits. The mainstay of her wardrobe, however, is six pairs of gabardine ski pants. These are custom-made, cost \$35 and, according to Blanche, are well worth the money because a well-dressed skier is judged primarily by the fit of her pants. They must be snug at the waist, trim around the seat, full at the knees and tapered at the bottom to fit neatly inside shoes.





**White parka** is usually worn by Blanche with a pair of dark ski trousers. A parka is a lightweight hooded ski jacket. Over hood of parka Blanche wears a cap with visor.



**Gray tweed jacket** and other wool jackets are worn by Blanche on days when the wind doesn't blow too hard. Though warm, tweed is not as wind-resistant as closely woven cloth used for parkas.



**Dark sweater or dark parka** (as at right) is usually combined by Blanche with lighter trousers. When skiing in a sweater on very cold days, she wears a parka underneath.



**Nunlike coif**, worn under a cap, keeps both ears and neck warm. Blanche's coifs, of which she has many, made by herself in different colors of wool jersey, have started a new ski headgear fashion.

CONTINUED ON PAGE 64





Finish the Fight—with War Bonds

## Tomorrow's air-liner—today's record breaker

The great airplanes in which you will flash across seas and continents after the war are not just a dream on a drafting-board. For Boeing's new Stratocruiser is a streamlined reality, actually flying today, in its Army transport version, the C-97. It broke all existing records in a recent transcontinental flight from Seattle to Washington, D. C.

This giant skyliner is the first of the super-transporters of the future to take to the air. It is even bigger than the Boeing B-29 Superfortress—America's mightiest bomber.

With more four-engine experience than any other manufacturer, Boeing has given the Stratocruiser unique advantages in safety, comfort, performance

and ease of control—all springing from the design and production of the Flying Fortress and Superfortress, the Stratoliners and transocean Clippers.

The Stratocruiser is a versatile airplane. The double-deck, three-cabin design permits great flexibility of interior arrangement and ready interchange between cargo and passenger-carrying capacity.

As a high-speed, low-fare transport, the big ship can comfortably seat 100 passengers. As a luxury sleeper plane, it will have 72 day seats or 36 berths on the upper deck, and a lounge and dining salon seating 14, crew quarters and cargo space below.

With an operating range of 3500 miles, the Boeing Stratocruiser can fly non-stop from New York

to London with abundant reserves of fuel. Its top speed of 400 miles an hour and cruising speed of 340 miles an hour will enable passengers to leave the East Coast at noon and dine on the West Coast. And its pressurized cabin maintains comfortable conditions even in high-altitude, over-weather flight. Also, it is the most economical long-range land plane ever built.

When victory is won, the same skill in design, engineering and manufacture which have established Boeing leadership in the big bomber field will bring comparable strides in air transport. You can be sure . . . if it's "Built by Boeing" it's out in front.

DESIGNERS OF THE B-29 SUPERFORTRESS • THE FLYING FORTRESS • THE NEW STRATOCRUISER  
THE KAYDET TRAINER • THE STRATOLINER • PAN AMERICAN CLIPPERS

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No curative power is claimed  
for PHILIP MORRIS... but

# AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE

## PHILIP MORRIS

are scientifically proved far less  
irritating to the nose and throat

When smokers changed to PHILIP MORRIS,  
substantially every case of irritation of the  
nose or throat—due to smoking—either  
cleared up completely, or definitely improved.

—findings reported in a leading  
medical journal.

FAR  
FINER PLEASURE  
*plus*  
FAR MORE  
PROTECTION



CALL FOR  
PHILIP MORRIS

Call US

## Ski Fashions (continued)



Soft slippers to wear indoors are part of every skier's wardrobe. They are a welcome change from heavy boots worn all day. Above are wool-knit slippers (top three pairs), soft moccasin-type leathers and fur hooties (at bottom), all seen at Mont Tremblant.

REUTERS VIA CANAL



DON'T FALL  
FOR THAT FEELING...

SHE KILLS  
LIKE SHE KISSES!

Careful, Dick,  
she's as cute  
as lace pants  
but you can't  
stop a murderess  
if you stop  
a bullet first!

Dick POWELL  
Claire TREVOR  
Anne SHIRLEY

in

# "MURDER, MY SWEET"

with

OTTO KRUGER • MIKE MAZURKI  
MILES MANDER • DOUGLAS WALTON  
DON DOUGLAS

Produced by Adrian Scott • Directed by Edward Dmytryk  
Screen play by John Fenton

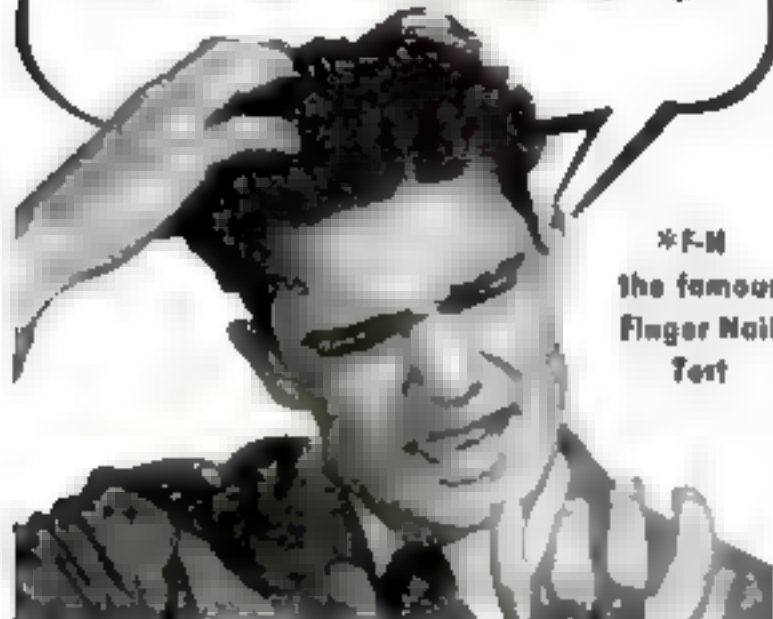
Dick Powell...  
different, greater  
than ever ..  
in a NEW  
characterization!

Another  
of the  
great





CAN YOUR SCALP PASS THE  
\***F-N TEST?**



\*F-N  
the famous  
Finger Nail  
Test

1 It's F-N, the test for men! The "Finger-nail Test!" Scratch your head and see if you find dryness or loose, ugly dandruff. If so, you need new Wildroot Cream-Oil Formula. Relieves dryness, removes loose dandruff! Buy the large size.

YOUR HAIR CAN LOOK  
LIKE THIS WITH NEW  
**WILDROOT  
CREAM-OIL**



2 Only a little Wildroot Cream-Oil can do a big job for your hair. Keeps your hair well groomed all day long without a trace of that greasy, plastered down look! Your hair looks good and feels good!

NON-ALCOHOLIC  
CONTAINS REFINED  
**LANOLIN!**

3 Refined LANO-LIN has long been prescribed because of its soothing qualities, and because it closely resembles the oil of the human skin. No wonder 4 out of 5 users in a nation-wide test prefer it to the preparations formerly used. A little Wildroot Cream-Oil goes a long, long way. Get it today from your barber or druggist.



**SPECIAL NOTE  
TO WOMEN...**

Thousands of women use Wildroot Cream-Oil to remove loose dandruff, relieve dryness, and help beautify the hair. Try it before a shampoo... also after a permanent wave to relieve dryness. Excellent for training children's hair.

**BUY MORE WAR BONDS NOW!**



At La Boutique, an attractive shop in the village owned by the Ryans, skiers may buy fashionable ski accessories. These wool mittens have bright red back stitching.



Beauty parlor, fully equipped, occupies cabin in the village, stays open until 11 p.m. because most skiers will not give up daytime-skiing hours for shampoo, manicures.



IN DUST-PROOF  
CARTON

Pro-phy-lac-tic  
**NYLON**  
Tooth Brush





# *Another billion dollar highway program*



**I**N thinking about work after the war, don't overlook the 230,000 miles of steel "highways" which the railroads have built and maintain at their own expense. These "highways" provide jobs for more than a quarter of a million men working on construction and maintenance of tracks and roadway—jobs for more than a million other railroad workers—besides still other thousands in the mines, the mills and the forests where roadway materials and supplies are produced.

More than that—the railroads pay real taxes on these "highways," not for their own special benefit, but for the support of schools and other general services, including public highways and streets.

After the last war, between 1920 and 1930, the railroads spent more than four billion dollars for improvements on these

"highways," and in addition more than three-and-a-half billion dollars for betterments in equipment. After this war, a similar program will be required.

So there's another highway program which could make a lot of postwar jobs, and which needs no more than a public policy of treating all forms of commercial transportation alike—letting each one pay its own way, which includes the payment of the general taxes upon which governmental services depend.



**ASSOCIATION OF  
AMERICAN RAILROADS**  
*All United for Victory*





IN STUDIO OF HIS VICTORIAN HOME NEAR PHILADELPHIA, HOBSON PITTMAN RE-CREATES IN PAINT THE HIGH-CEILINGED ROOMS AND ROMANTIC GARDENS OF HIS CHILDHOOD

## HOBSON PITTMAN

American artist recaptures the past in scenes of his Victorian childhood

Hobson Pittman is an American artist who tries to do in his paintings what Marcel Proust, the great French writer, did in his novels. Proust deliberately cut himself off from the contemporary world in an effort to recapture his past. Pittman completely ignores the world he lives in and instead re-creates the fading Victorian world he knew as a child in the little town of Tarboro, N. C. It was a childhood framed by huge windows and doors that were never shut and that opened out on gardens fragrant with Cape jas-

mine and honeysuckle. It was peopled with Victorian ladies who sat on austere horsehair chairs, drinking tea in the hushed, sunlit afternoons.

Twenty-two years ago Hobson Pittman settled in Upper Darby, near Philadelphia, where he found a big house that reminded him of his Victorian home in the South. From there, every year, he ships about seven moody, romantic pictures to New York's Milch Galleries where museums and Victorian-minded collectors buy them almost as fast as he turns them out.



Victorian living room in home where Hobson Pittman now lives has horsehair chairs and sofas. The house has six an-

tique clocks that all chime the hour. Pittman shares house with its owner, an elderly lady whom he calls "Aunt Nanie."



Pets are cat named Petie and a crow named Sammy who lives in trees near house. At 46, Pittman is still a bachelor.



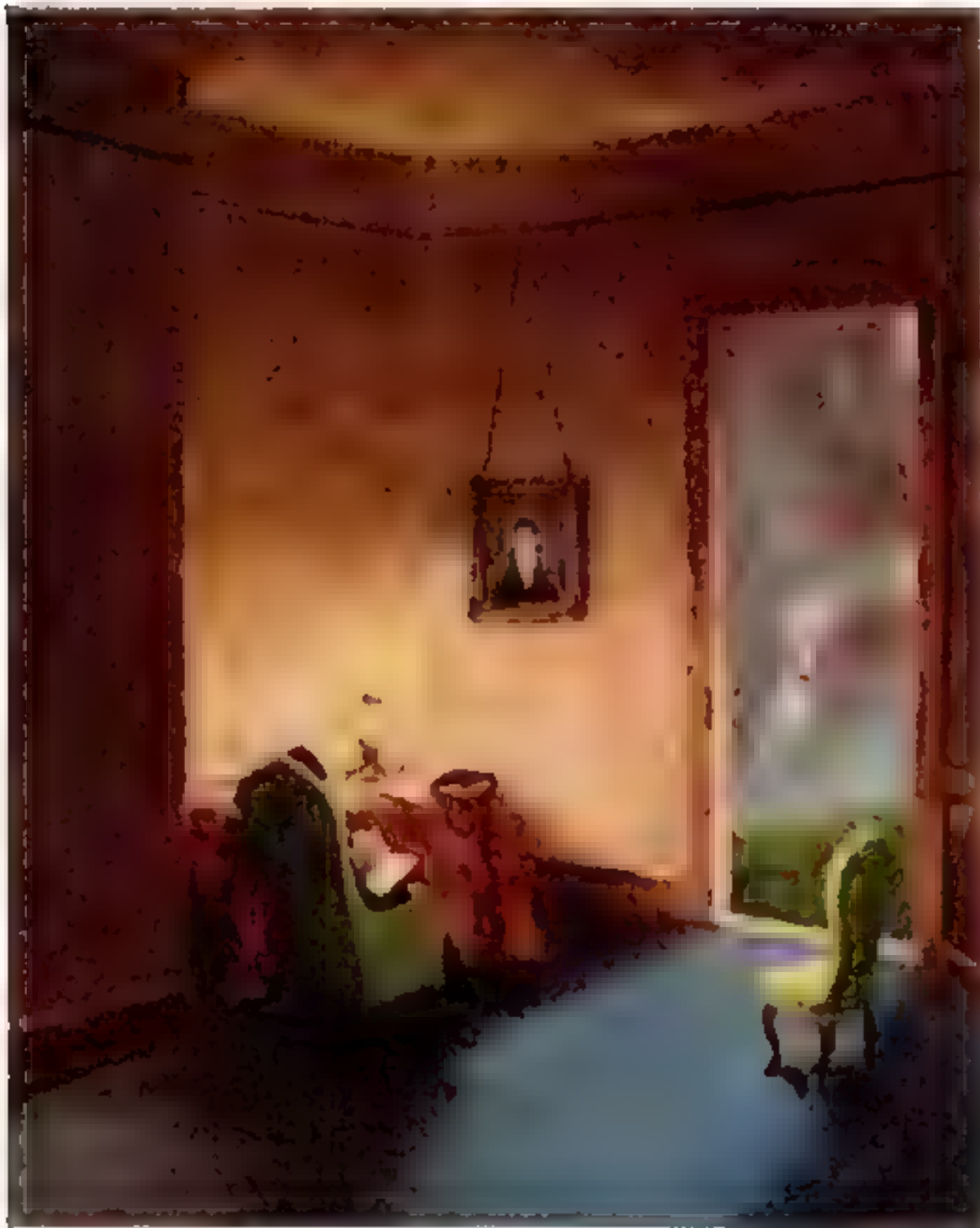


**"Four a.m."** shows Hansen Pfitzner's childhood impression of the way his sister Lena used to sleep in the huge bedroom of their Victorian home in Tarboro, N.C. She left windows and doors wide open but kept the light burning all night to give her a sense of security.

**"Miss Pat and Miss Eva Lion"** (below) were next-door neighbors to the Pfitzners. Here the artist recalls the thrill he used to feel as a child when he visited the spinster sisters, and Miss Pat at the square piano sang her tremulous voice such songs as *There! There* and *Knockin' on Heaven's Door*.







**"Summer Evening"** is an essay in loneliness. Pittman has tried to paint this feeling by placing a small lone figure in a big chair. On wall he has hung an old family portrait.



**"An Evening in Maine"** on a farm at Prouts Neck shows two lady vacationers from Ohio who sat in a slatted swing every evening after supper and chatted as they swung gently to and fro.



**"The Gossips,"** silhouetted against a transparent screen by late afternoon sun, is a scene often witnessed by the artist as a child. Two elderly ladies of this austere Victorian home

are having tea in the bay window of the drawing room. Pittman says he made screen of China silk because he remembers "everything was made of China silk when I was a child."





HAIL COLUMBIA'S

*Robeson*

THE RENOWNED . . .

AS SHAKESPEARE'S GREATEST OTHELLO

● Today's great announcement, for lovers of the articulate arts, is Columbia's recording of the renowned Paul Robeson, with José Ferrer, Uta Hagen, and a great supporting cast, in a nearly complete production of Shakespeare's *Othello* . . . the rôle Robeson has made memorable, with the outstanding dramatic interpretation of all time.

Fame such as few men have known in a lifetime has made Robeson a living legend, the idol of millions, whose athletic, academic and artistic honors are unprecedented in our time. Rutgers 4-letter man, All-American football player, Phi Beta Kappa, A.B., A.M., LL.B., L.H.D., the versatile Robeson's resonant bass-baritone finds fluent tongue in Russian, Gaelic, Chinese, and the Latin languages.

Columbia's *Othello* (Set M-MM-554, \$18.50) is a classic climax to Robeson's long list of dramatic triumphs, a recording that will perpetuate his genius for generations. Guest soloist with the Philharmonic Symphony Orchestra of New York and The Philadelphia Orchestra, his concert appearances, both here and abroad, have been ovations . . . ovations you'll share when you thrill to his Columbia recordings of the stirring *Songs of Free Men* (Set M-534, \$3.50).

Yes! The world's most renowned artists are heard on Columbia Records, the only records with the Sensitone-Surface that makes possible far richer tone, greater durability, amazing freedom from needle noise. On Columbia Masterworks Great Music Is More Faithfully Yours!

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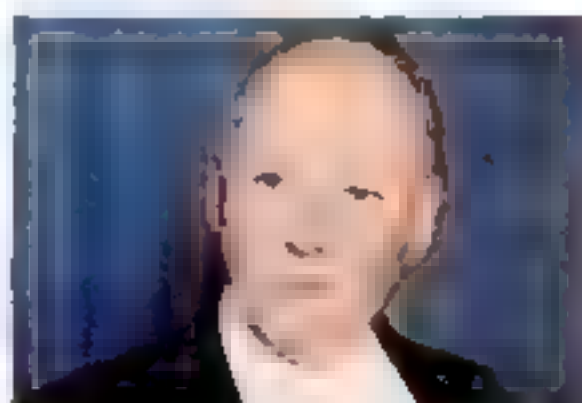
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Nathan Milstein (Violin) and the Chicago Symph. Orch., cond. by Stock. Tchaikovsky's *Concerto in D Major*, Opus 35, Set M-MM 413 . . . \$4.50  
*Scherzo Tarentelle*, Opus 16 (Wieniawski) & *Burleska* Opus 17 (Suk), Balsam (Piano), 71498-B . . . \$1.00



Egon Petri (Piano) with London Philharmonic Orch., conducted by Goehr. *Concerto No. 1 in B flat Minor* by Tchaikovsky. Set M-MM-318 . . . \$4.50  
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*Scherzo from Afro American Symph.* (Still) and *Fugue in G Minor* (Bach-Stokowski). 11992-B . . . \$1.00



Morton Gould and his celebrated Orchestra play A Morton Gould Concert, including his own lovely composition, *Pavanne*, and other favorites . . . Where or When, *Dark Eyes*, *The Donkey Serenade*, *Ay, Ay, Ay* and *España Cani*. Set 0-96 . . . \$2.75



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Meat is a yardstick of  
protein foods because  
meat measures up to  
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AIRPLANE SKIMS OVER CALIFORNIA COTTON FIELD TO LAY DOWN A BLANKET OF AERO DEFOLIANT. DEW, STILL ON PLANTS, MAKES CHEMICAL STICK TO THE COTTON LEAVES

# COTTON LEAVES

**Airborne chemical strips them  
from plants to improve harvest**

**A**t harvest time the leaves of the cotton plant are a nuisance. Their shade hampers the ripening and opening of the bolls and cuts down the yield. When cotton is picked, even by hand, some leaf debris and leaf stain get in, reducing the crop's quality. When picked by machine, cotton and leaves are indiscriminately swept in together, making present mechanical pickers impractical for cotton growers.

A solution to the cotton-leaf problem is Aero Defoliant, a chemical dust made by American Cyanamid Co. and spread on cotton fields by airplane (see

picture above). Within a few days after plants are dusted with Aero Defoliant their leaves wilt and drop to the ground. Bolls, unaffected by the chemical, stand clear on the bare branches. During the last harvest defoliation was tested in California cotton fields. Result was improvement in yield, an earlier harvest and cleaner picking, whether done by hand or by machine. Aerodefoliation may finally make possible the long-promised and long-needed use of mechanical cotton pickers which may in turn revolutionize cotton-growing methods and the South's whole economy.

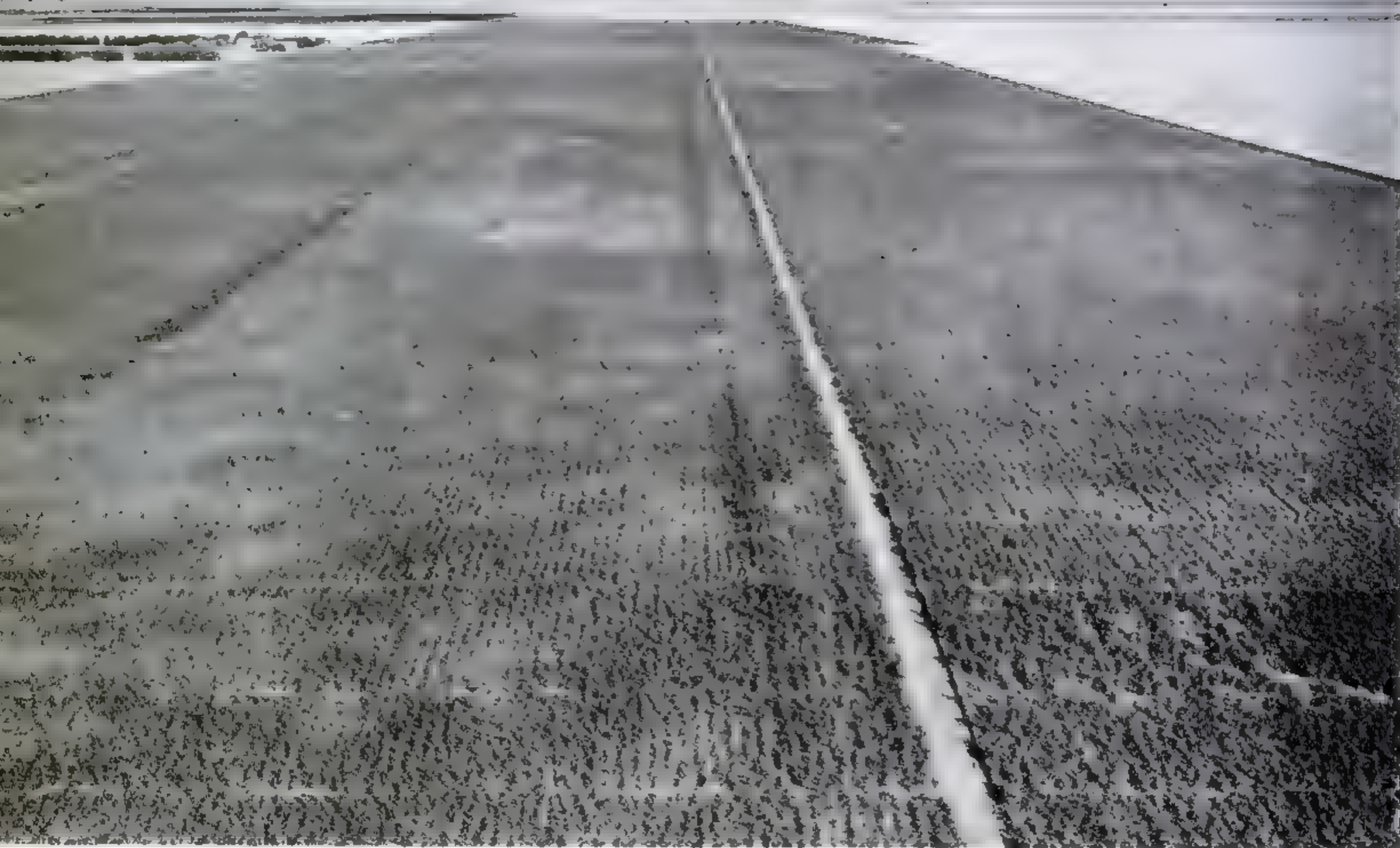
ON PLANT IN FULL LEAF, BOLLS ARE HIDDEN FROM SUN, RIPEN SLOWLY OR NOT AT ALL



WITH LEAVES STRIPPED BY AERO DEFOLIANT, BOLLS RIPEN SWIFTLY IN FULL SUNLIGHT







**Cotton field in full leaf** appears as a lush matting of green leaves in this aerial photograph. Because bolls ripen unevenly under such leaf cover, fields must frequently be picked two or three times in order to reap full harvest. Quality of fiber as well as total yield is reduced.

**In cotton field after defoliation** a bed phos make clear pattern of straight rows. With no leaves in the way pickers are able to work more easily and longer. They can more cotton per pick. Bolls ripen evenly, are ready for harvest sooner and can be gathered in one picking.





## Which Is The Wise Way To Have a Stomach Ulcer?



### This Way

Mr. C. D.: Bothered by gnawing pains in stomach.

Went to see doctor.

Examination revealed stomach ulcer.

Doctor outlined course of treatment that wasn't too hard for Mr. C. D. to follow and still lead active life.

Checked with doctor regularly. Showed steady improvement.

Condition finally controlled.



### Or This Way

Mr. E. F.: Bothered by gnawing pains in stomach.

Decided it was indigestion and "doctored" himself.

Pain got worse as weeks passed.

Sudden agonizing seizure. Doctor hurriedly summoned.

Perforated ulcer diagnosed. Emergency operation necessary.

Two months in hospital followed by life of drastic restrictions.

**T**OYING with your health isn't fair to yourself and your family.

Better a diagnosis in time than to suffer from an ailment that gets out of control.

Your doctor wants to help you—and everybody else who needs him. He can

do the most good, though, when he gets a patient in the *early* stages of an illness.

These days it will save you time to consult the doctor at his office, and to call for an appointment first.

It will also help the doctor arrange his work so as to serve more patients.

PHARMACEUTICALS • BIOLOGICALS • SURGICAL DRESSINGS

**PARKE, DAVIS  
& COMPANY**

RESEARCH AND MANUFACTURING LABORATORIES  
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**A HEALTHY NATION FIGHTS BEST—SEE YOUR DOCTOR**

Advertisement No. 193 in a Parke, Davis & Co. series on the importance of prompt and proper medical care.





"The gang called me 'Ole Pucker Lips' till Ma bought me my own private CHAP STICK. It's sure great stuff for chapped lips. Now I put it on first thing every morning."

**CHAP STICK for every member of the family**



Lips parched by heat are thankful for soothing CHAP STICK. Its special medication brings quick and longer-lasting comfort to parched and feverish lips.

**CHAP STICK for the war worker**



With the Armed Forces, it's CHAP STICK ten to one. From Alaska to the torrid tropics, it's the favorite comforter for chapped, cracked lips.

**CHAP STICK for men who fight**



Why is CHAP STICK in the soldier's kit? Why is it a prime favorite with the flyer, the sailor, the marine? Why is it the biggest little seller for cracked, sore, parched lips? You'll find the answer in its special medication—specially planned to keep lips fit. Chap Stick Co... Lynchburg, Va.

Copy 1945  
Chap Stick Co.  
Lynchburg, Va.



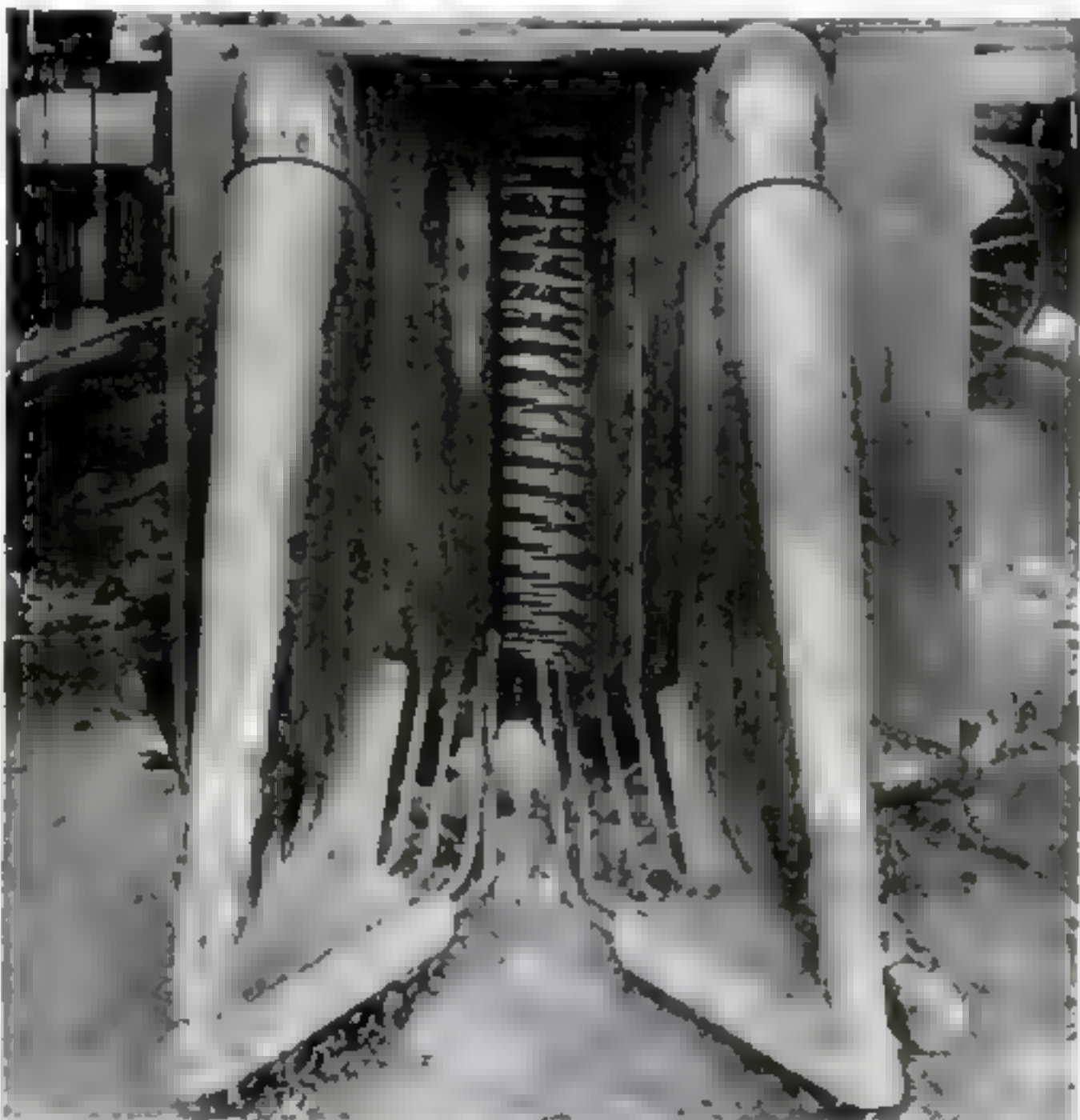
On sale at drug counters—only 25¢

**KEEPS LIPS FIT**

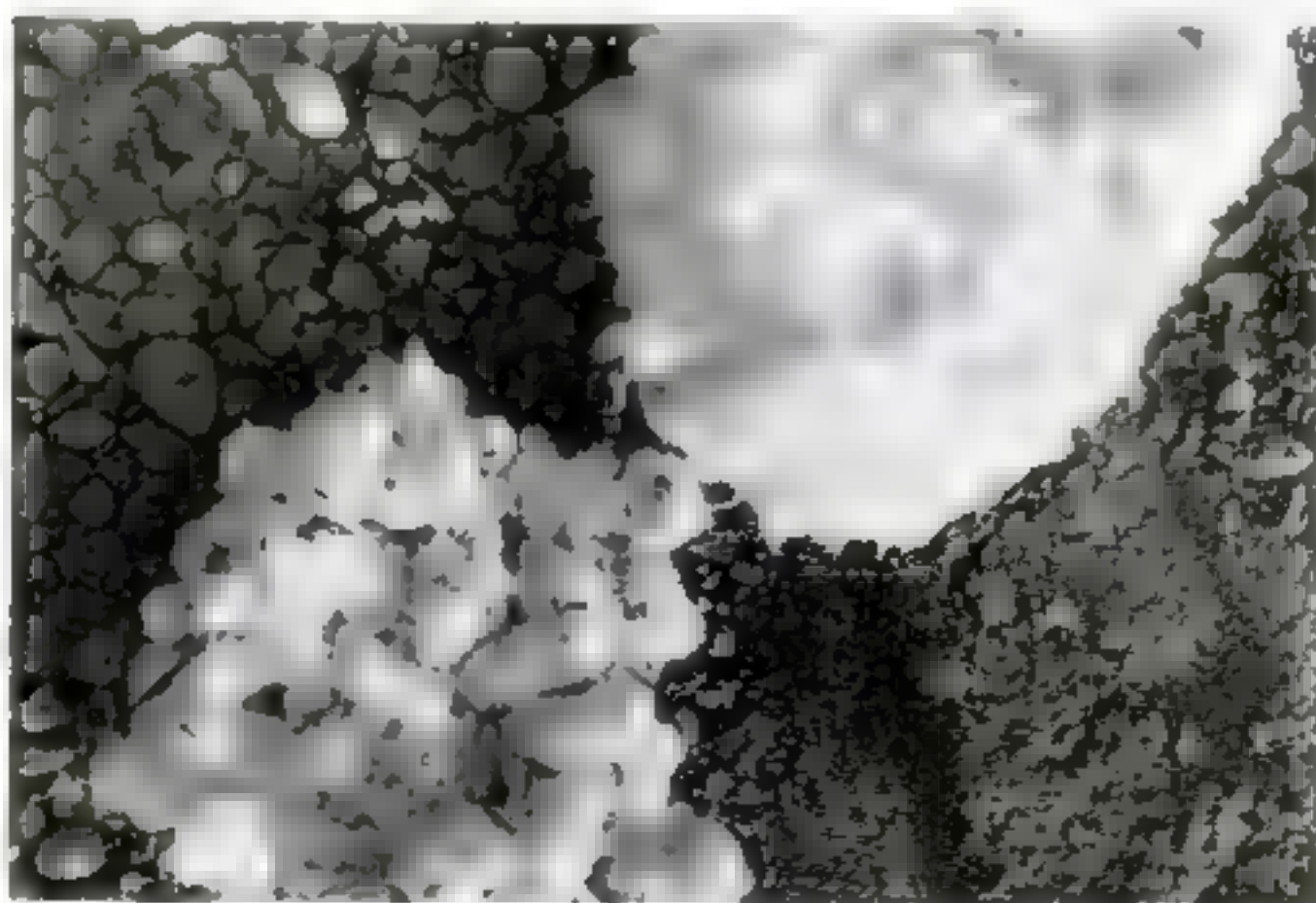
## Cotton Leaves (continued)



**Mechanical cotton picker**, designed by McCormick-Deering, picks one row at a time. The cotton picked in scoop at right is blown through pipe around to left into hopper.



**Steel fingers** inside scoop pick cotton fibers from bolls. The rubber disks inside pull fibers loose from fingers. The cotton plant is left standing after machine has passed.



**Advantage of defoliation** is shown by this comparison of machine-picked bolls. Soiled boll (at left) is from undefoliated plant. Clean boll (at right) is from defoliated plant.

## GEMS...the Knitted Pearl



Short-sleeve all wool sportster... simulates hand crochet. About \$7.95. At better stores from coast to coast. Regina sweaters range from \$2.95 to \$17.95.

**America's Loveliest Sweaters**

**GEMS by Regina**

REGINA KNIT SPORTSWEAR CO., CHICAGO



**Remember the tomatoes you grew last year?**

Of course you remember them—the seeds you planted from a Ferry packet; the luscious, ripe fruits; the envious glances of your neighbors; the mouth-watering flavor of those fresh salads; the inviting array of cans you put up for winter.

You'll want a vegetable garden again this year, and Ferry's Seeds are ready to help make it yield you a maximum of success and enjoyment. Carefully bred and thoroughly tested for germination and trueness to type, they're the choice of experienced gardeners everywhere. Your favorite store carries a wide assortment.

And you'll enjoy selecting the flowers for your garden from many varieties in beautifully illustrated packets in the familiar Ferry Display. Have a better garden with Ferry's Seeds.

**FERRY-MORSE SEED CO.**

Detroit 31

San Francisco 24

LET THE GOOD EARTH PRODUCE

**PLANT**



**Ferry's SEEDS**



T H E   A R I S T O C R A T   O F   B O N D S



*Kentucky Tavern is more than just another Bond—it's a Triumph in Perseverance... the happy evidence of one family's 74 year-old heritage... one family's determination to give America the finest Bottled-in-Bond whiskey man can make.*

*Glenmore Distilleries Company, Incorporated, Louisville, Kentucky*

T H E R E ' S   O N L Y   O N E   B E T T E R   B U Y   I N   B O N D S . . . W A R   B O N D S !





## TRUCK A ~~Straight~~ Line is the Shortest Distance Between Two Points

*Because Trucks Deliver The Goods All The Way . . . Without Delay!*

Truck freight is the fast freight but that's not all. It's economical. It's dependable. It's convenient.

Trucks deliver the goods—*all the way*—from loading dock to receiving platform. Demonstrating by over fifty billion ton-miles a year that a truck line is the shortest distance between two points!

That goes for wartime as well as peacetime.

It's true that truck operators have been up against tough going for the past three years. No new trucks, to speak of. Not enough new repair parts. Not enough tires. Not enough men. But trucks are delivering the goods despite these handicaps. More tons, more miles than ever before!

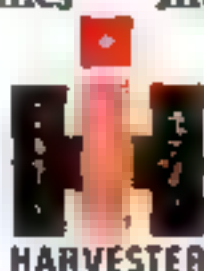
And 75% of all truck freight is war freight. No wonder Army Generals

have told truck operators: "The war transportation job could not have been done without you."

An important share of today's truck freight is hauled by Internationals. For International . . . famous for its rugged dependability . . . is America's favorite heavy-duty truck. Yes, registration figures show that in the ten years before the war, more heavy-duty Internationals were sold than any other make.

We're understandably proud of the great job those Internationals have been doing. They have earned their leadership. And they have set standards that will make tomorrow's International Trucks—and tomorrow's truck transportation—even better.

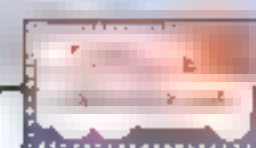
INTERNATIONAL HARVESTER COMPANY  
180 N. Michigan Ave. Chicago 1, Illinois



### *New Trucks!*

The government has authorized the manufacture of a limited quantity of trucks for essential civilian hauling. International is building them in medium-duty and heavy-duty sizes. See your International Dealer or Branch for valuable help in making out your application.

**BUY MORE WAR BONDS  
AND KEEP THEM!**



# INTERNATIONAL Trucks





WAX STEAK, LOBSTER TOOTH PICK HOLDER, PIG BANK, ARTIFICIAL FRUIT, LAWN FROG, PLAQUE OF MAN AND WOMAN KISSING, HULA GIRL FIGURINES CROWD TABLE AT SHOW

## BIG GIFT SHOW

Chicago merchandise exhibition is a monstrous monument to bad taste

For years to come the buyers who attended the semiannual gift industry show at Chicago's Merchandise Mart a fortnight ago will remember the wonderful array of cinquants, gewgaws and zinn-cracks (more common trade word: junk) which they saw there. During the war the gift industry has been thriving. Everything it can make is eagerly snatched up. Unfortunately much of what it makes—see above—is a monstrous monument to bad taste. Said a woman

buyer from St. Joseph, Mo., as she packed up a dreary religious diorama made of shells and priced to sell at \$6 retail, "Isn't it awful? But they'll sell."

Midwesterners are not the only current violators of good taste. Advertised in *The New Yorker* last week was a "Horse-drawn casserole for your virtuous Welsh rarebit in a Mexican pottery casserole, drawn by a pair of porcelain horses—all riding along atop a pink-wrapped box of English biscuits." Price: \$9.



# It's ARALAC

ARALAC soft and resilient gives smoothness, sparkle and texture to beautiful fabrics! This bolero suit of fine ARALAC flannel is a perfect example of smooth, soft, resilient fabric.



## Big Gift Show (continued)



Sexy Hawaiian girls retail at \$12 a dozen. About 100,000 were sold. Another favorite item—the "Love Late"—a boudoir lamp exuding supposedly aphrodisiac fragrance.



Dachshund book ends cost \$2. Also exhibited was an antique snuffbox with jockey on the box top which snuff upon revealing a blue bird which sings. Cost: \$4,200 retail.



Two-foot dog with an ash tray balanced on its head retails for \$5.50. Copies of popular paintings sold very well. Fast sellers: *Last Supper*, E. W. Davis' *Master Simpson*.

CONTINUED ON PAGE 62



# Why be Irritated?



## Light an Old Gold!

Apple "Honey" helps guard O. Gs.  
from Cigarette Dryness

**It hits you just right**—the extra pleasure in Old Golds!

For here's a unique blend of many choice tobaccos—with a touch of costly Latakia leaf for *extra flavor*. Plus the special moisture-protecting agent which we call Apple "Honey", made from the juice of fresh apples. This helps seal in the natural moisture, *helps prevent cigarette dryness*.

Try a pack yourself—see why Old Golds have tripled in popularity! (If your dealer's supply is short today, just ask again tomorrow. We're doing our best to keep up.)



KEEP ON BUYING  
WAR BONDS

LISTEN TO  
WHICH IS WHICH?  
Wednesday Evenngs CBS—and  
THE COMEDY THEATRE  
Sunday Evenngs NBC



# WEAREVER Zenith

By America's Largest  
Fountain Pen  
Manufacturer



\$1.95



Pen and pencil  
set, illustrated at  
left, in rich gift  
box.....\$2.75

## TELESCOPE PRECISION sets this pen apart!

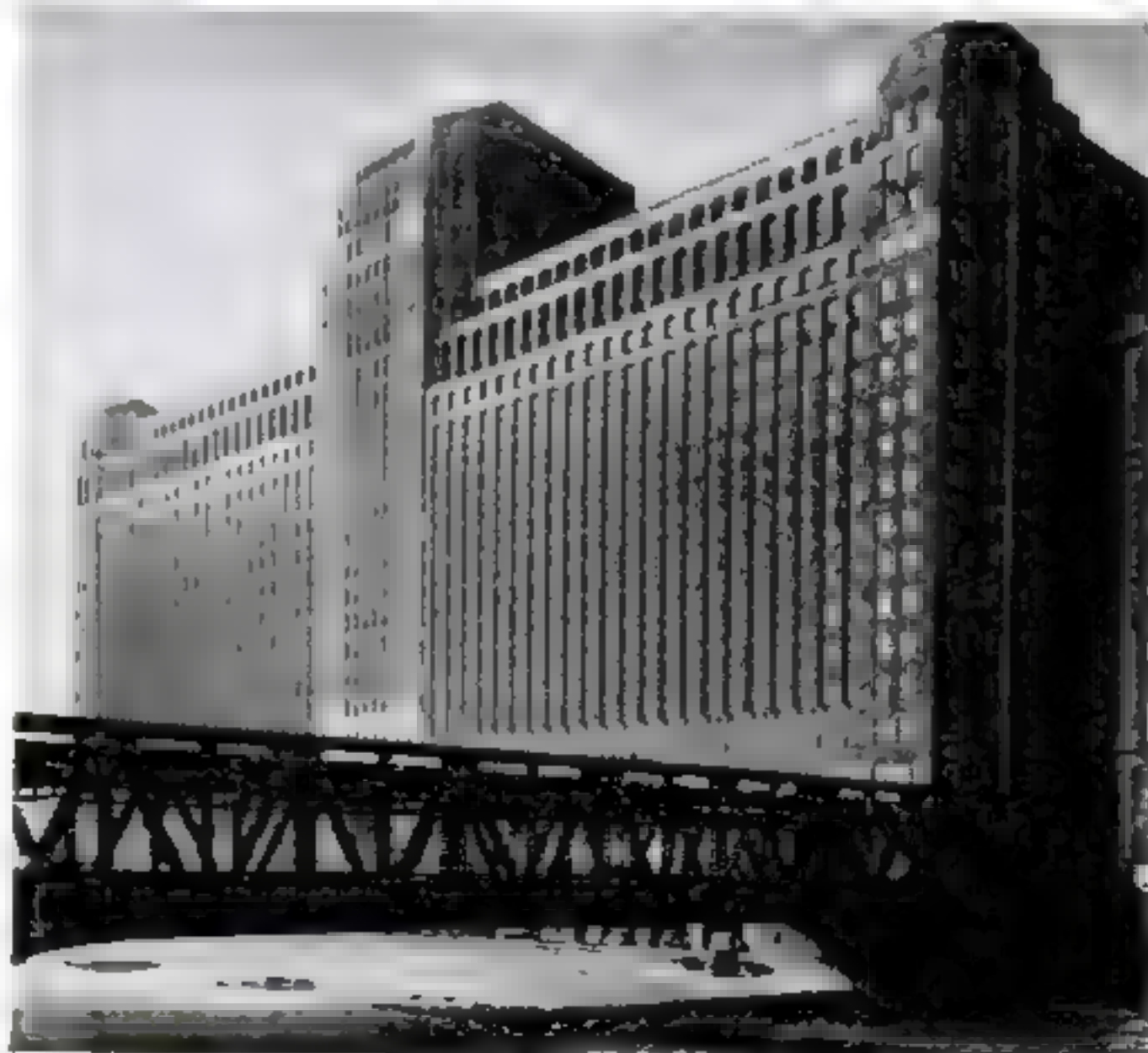
Sleek, trim, tailored, the 1945 Wearever Zenith introduces new beauty in appearance and performance. Designed and built with a precision worthy of a fine telescope. Precision that distinguishes the ingenious "C-Flow" feed, the 14-carat gold point, the very design of this handsome pen. See... try... buy the ruby-topped Wearever Zenith. Made by David Kahn, Inc., North Bergen, N. J. (Est. 1896).



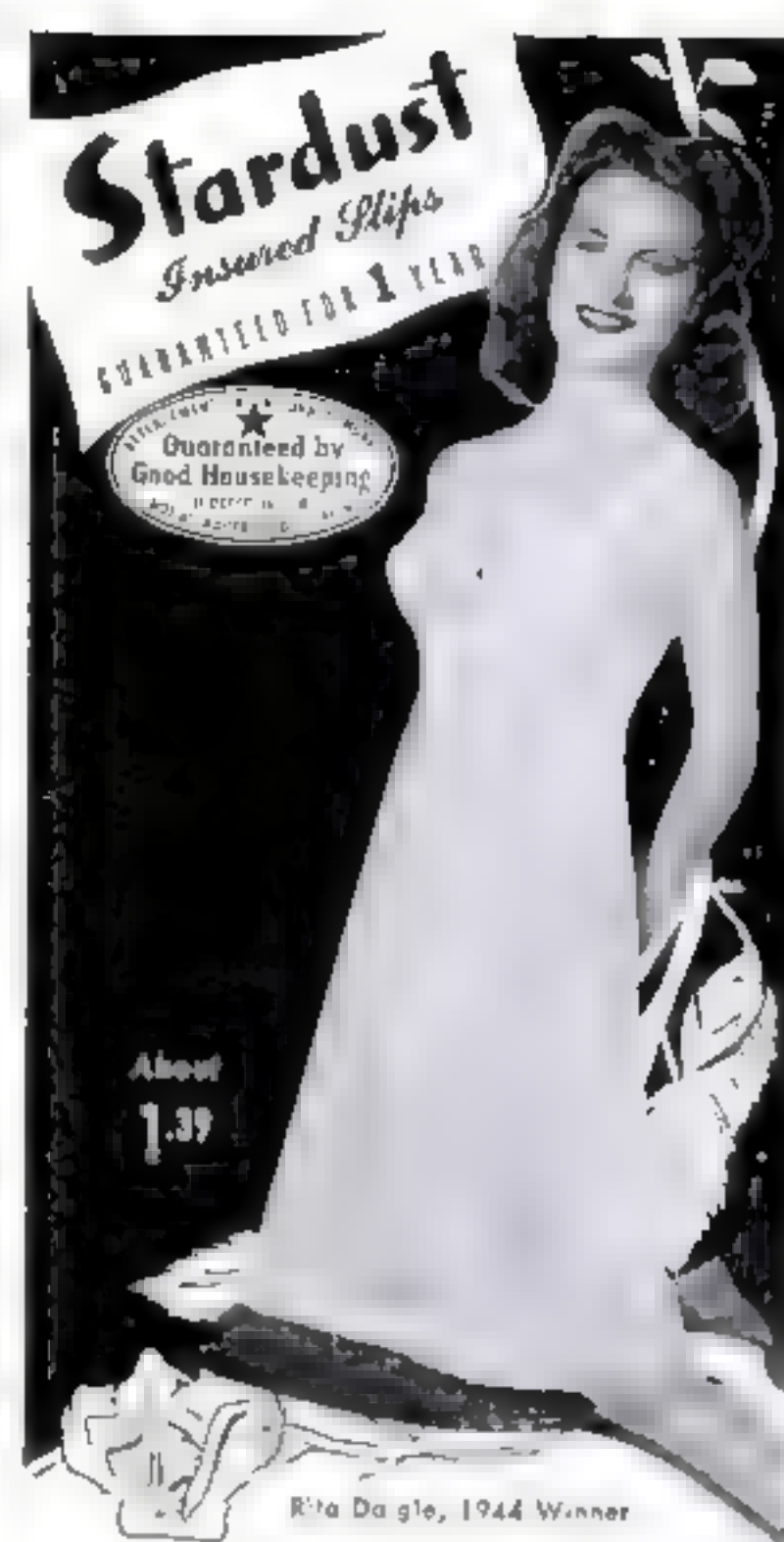
Tropical dream island featuring palms, sea shells and girl, turns out to be a mere lamp. It costs \$5.50. Prospering farmers particularly like to buy such items as this.



Slinky plaster girl in evening gown, patting wolfhound, sells for \$5.50 retail. One of the few evidences of war in the show: a card holder for one-armed men. Cost: \$1.



Chicago's Merchandise Mart, where show was held beginning Jan. 29, is largest commercial office building in the world. The show brought record attendance and sales.



About  
1.39

Rita Daglo, 1944 Winner

### ENTER STARDUST'S 1945 CONTEST

Nothing to buy... just send recent photo, with height, weight, bust, waist and hip measurements before May 31st, 1945. Decisions of famous beauty judges are final. 1st prize \$500 War Bond, also 27 other prizes and awards for the lucky winners. Here's your chance for fame and fortune! Mail entry to Industrial Unidgi, Corp., P. O. Box 65, Station F, New York.

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and choice ripe fruits in  
**EVERBEST**  
Preserves

With meat or chicken...  
it's a treat when you serve  
**SEEDLESS  
CHERRY JAM**

We've preserved every bit  
of the true fresh-cherry flavor  
and aroma in this NEW kind of  
cherry jam. Spreads smoothly  
on biscuits or toast, like our  
famous seedless black rasp-  
berry, tastes just as delicious.

How to Make Life  
Sweeter with Everbest

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cipes for des-  
serts, drinks,  
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Company  
Dept. H7  
Chicago 3

FREE  
RECIPES





There is nothing  
better in the  
market

**OLD FORESTER**  
KENTUCKY STRAIGHT BOURBON WHISKY  
*This whisky is distilled by  
us only, and we are re-  
sponsible for its richness and  
fine quality. Its elegant flavor  
is solely due to original fineness  
developed with care. There is  
nothing better in the market.*  
DISTILLED BY BROWN-FORMAN DISTILLERY CO. INC.  
AT LOUISVILLE IN KENTUCKY  
100 PROOF

1945—Diamond Anniversary . . . One Family—One Tradition For 75 Years  
BROWN-FORMAN DISTILLERY COMPANY, INC., AT LOUISVILLE IN KENTUCKY



# Roblee

SHOES FOR MEN



Solid leather and solid comfort

in Roblee Raglans . . . .

*Roblee Raglans*



**\$6<sup>00</sup> to \$8<sup>00</sup>**

Some styles to \$100 higher

ROBLEE DIVISION BROWN SHOE COMPANY MANUFACTURERS ST LOUIS

Roblee Raglans

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DOWN TO THE WATER'S EDGE LAND-THRIFTY JAPS CULTIVATE FERTILE LAND. THIS IS LAKE KAWAGUCHI AT FOOT OF FUJIYAMA

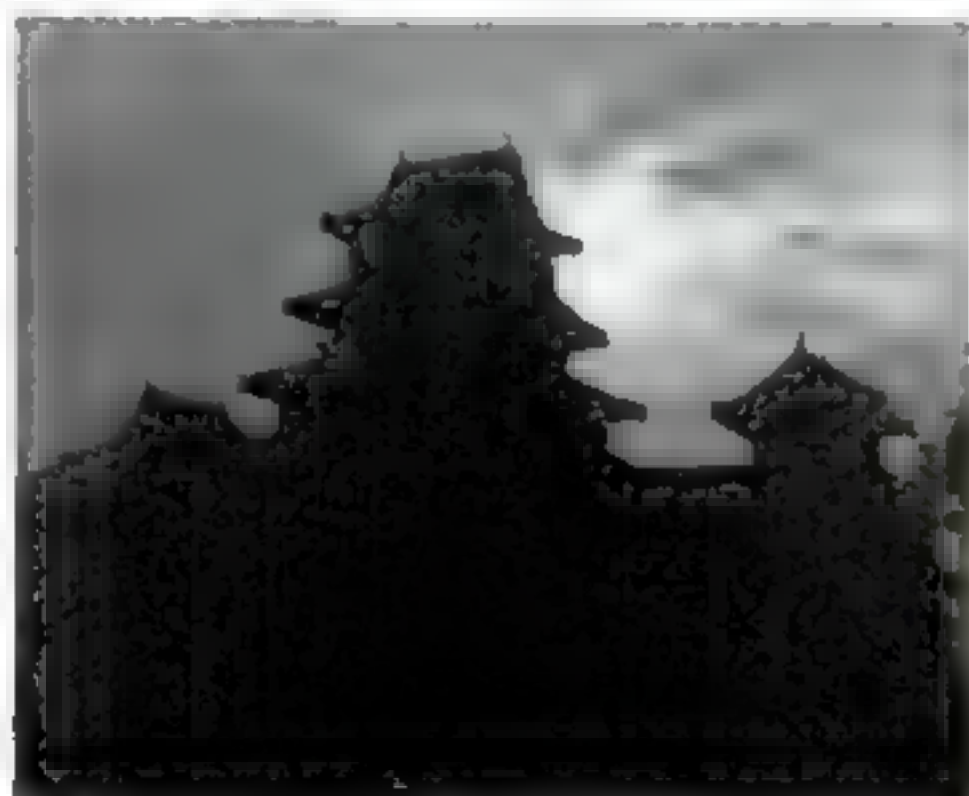
# On to Tokyo

*Rare prewar pictures show character of Japan, MacArthur's next objective*

After capturing Manila and redeeming his promise, "I shall return," General MacArthur promptly wrote a new battle cry for his victorious troops: "On to Tokyo!" What this objective looks like is shown on the following pages in a remarkable collection of hitherto unpublished pictures taken shortly before the war by a Frenchwoman, Germaine Kellerman, and her husband. They reveal a good deal about the matériel and the people with which Japan fights now and with which it will live after the war. They reveal, too, something of the blend of religion and patriotism that makes the Japanese soldier a fanatical enemy.

The Japanese people and leaders, excepting only university students and faculty, are entirely convinced that they are going to come out of this war with most of their booty. And Japan, soaked with the wealth of Asia and the East Indies, is now one of the world's great "have" nations. This braggadocio is backed by the reasoning that, since England was unassailable by all-powerful Germany in 1940, Japan, with more people and more islands, is even safer. They admit that Dec. 7, 1941 was a reckless gamble and that the U. S. is not quite as degenerate and overstuffed as they had thought. A disastrous

earthquake last Dec. 7 oddly shook their confidence. But they believe they cannot be starved out, having huge reserves of rice, a newly acquired taste for potatoes and great ingenuity. They have invented a "food" consisting of rotten wood, sawdust and starch, and have devised a butter made of mashed silkworms.



SHOGUN'S PALACE is a memorial of pre-1868 days before the clans overthrew Shogun dictator, installed emperor.

Japan is ready to pay the full price for victory. Premier Tojo was thrown out of office after the fall of Saipan, news of which he had suppressed for three weeks. Since the invasion of the Philippines, Premier Koiso has been very shaky, faced with violent demands for a "stronger internal structure." Though still fed with the inaccurate propaganda which Japan sends out to the world (*see LIFE's Reports, pp. 6, 8*), the people are now also told frankly that Japanese planes in the Philippines are not only of poor quality but are not arriving in sufficient numbers and that a plane's life expectancy at the front is one day. But they are not told any great part of the truth about the grave weaknesses in the Japanese navy.

The medieval and modern are strangely mixed on Japan's home front. But it is utterly geared to war and its manpower is geared to fighting. The Japanese army has no order for "retreat." Japan may have an appearance of quaintness but it is about as quaint as Genghis Khan. Gregarious, suspicious of one another, regimented and conventional, mass-conceited but individually humble, they think of everything about Japan as holy. Their most fanatical fury they reserve for the U. S., which they feel might just as well have stayed out of the war, even after Pearl Harbor.



# On to Tokyo (continued)



**KIMONOS AND MEN** have now all but vanished. Women are said to outnumber men 40 to 1. Women now wear slacks (*sumppes*). Because landing superintendents barred crowds during air raids, government has taken over "all solitary land edifices" for use as public shelters.

**TOKYO BANKS** are concentrated here, including Mitsui (near) and Bank of Japan (along canal) where "imperial treasure" is stored. All Japan's roads are supposed to end hereabouts and distances are calculated from here. This is Tokyo's model, modern, nearly impregnable area.







**NEW DIET BUILDING** was finished in 1936, in time to see Japan's Diet (parliament) made impotent. It last met in January. Government is reported debating moving its body to Korea.



**PRUDENTIAL INSURANCE** built this fine building on the moat opposite Imperial Palace in 1937. The only American bank in Japan was the National City, which is now expropriated.

## Desperation has forced Japan's capital, Tokyo, to fight a total war

Japan's cities, headed by Tokyo, have notably failed to burn down as scheduled. Reconnaissance made the day after raids by B-29s have shown all bomber-started fires extinguished. However, Japan would not quit even should Tokyo be demolished entire, according to neutrals returned from Japan.

Tokyo is really waging war. At 7 p.m. total black-out, rigidly enforced, goes on. Hotels have no heat because all radiators have been taken for steel. Almost

the only shops left are repair shops. There are practically no autos. Women, children and old people are forbidden to travel. There are very few young men visible except the wounded, to whom everyone must bow. The Tokyo Bar Association has volunteered to scrub out the streetcars, the only vehicles running. They now also haul vegetables and fish. So intense is the Japanese rage against the Americans that it has turned against all whites still visible in Tokyo, especially Germans.



**CLEANING THE EMPEROR'S MOAT** is an annual and honored chore, probably even in wartime. Notice boatmen climbing the emperor's wall. The emperor gets into the Tokyo papers

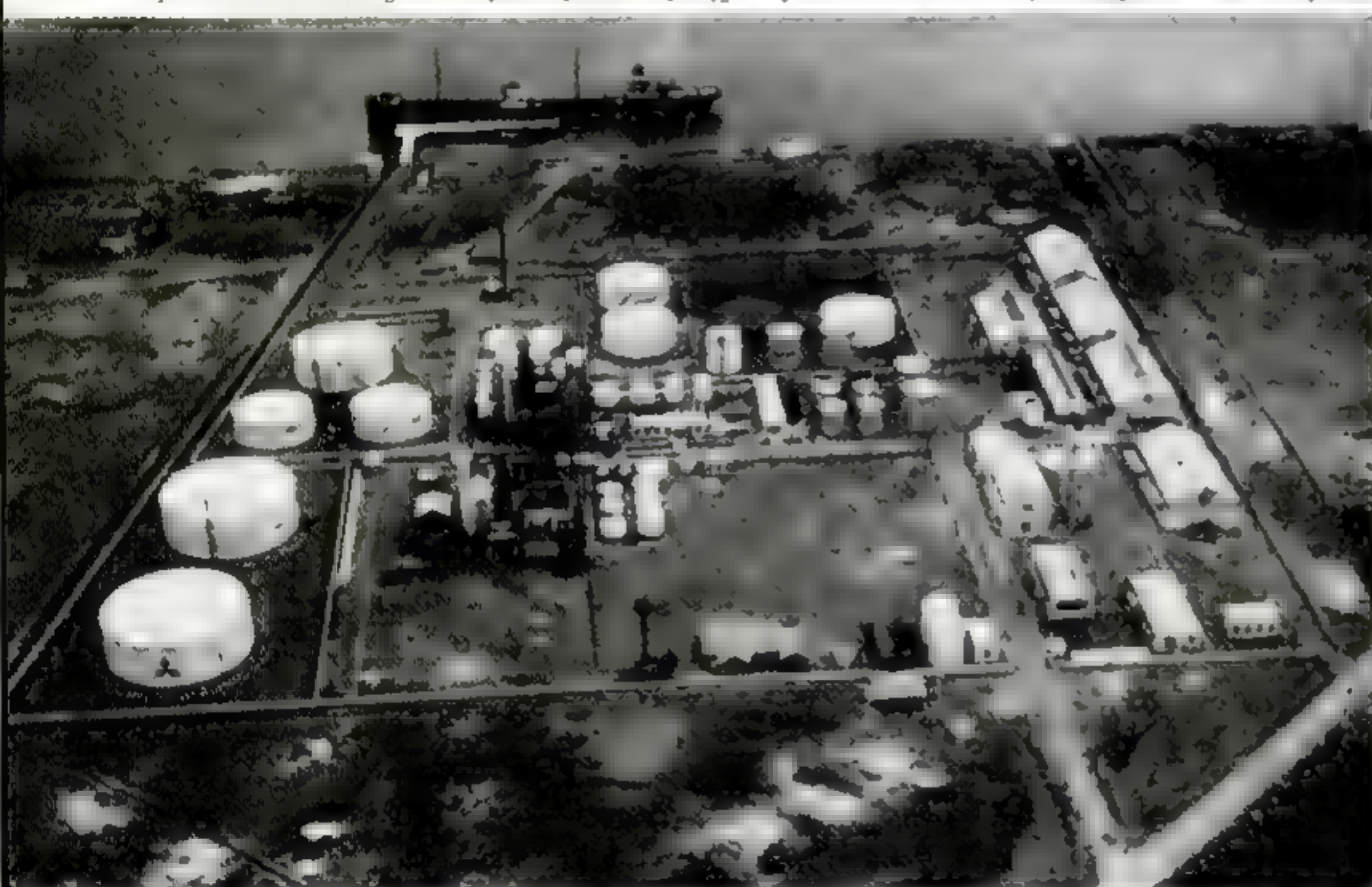
almost daily, on some excuse. He often donates money to the troops. Two princes are reported working in a hat-cry factory and a aged prince is said to have started a match shop.





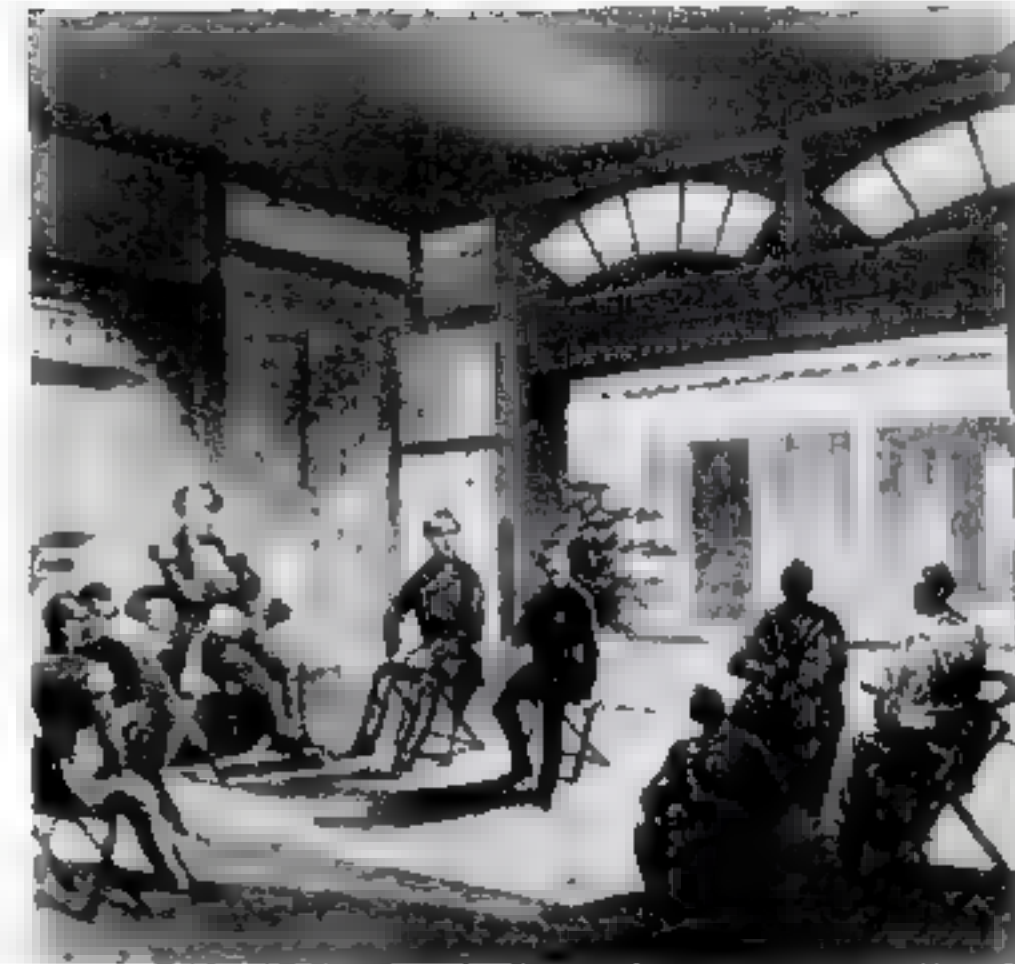
**BIGGEST STEEL WORKS** is seen here in the only picture taken of it since 1938. This is the great Yawata plant of the Japan Iron Manufacturing Co. on Japan's Kyushu. Only 20%

of the workers are now men. Children as young as 12 work 12 hours a day, live in middle distance. Japan's estimated steel production has been cut by bombing to 11,000,000 tons yearly.



**OIL REFINERY** at Yokohama, now used as a Japanese navy bunker station, has been enlarged at least 400% since this rare picture was taken before the war. The Japs claim to be able

to make oil out of rubber and paraffin. Below is the Mitsubishi shipyard in Osaka. Allied destruction of Jap shipping has made shipbuilders' job much bigger and more important.

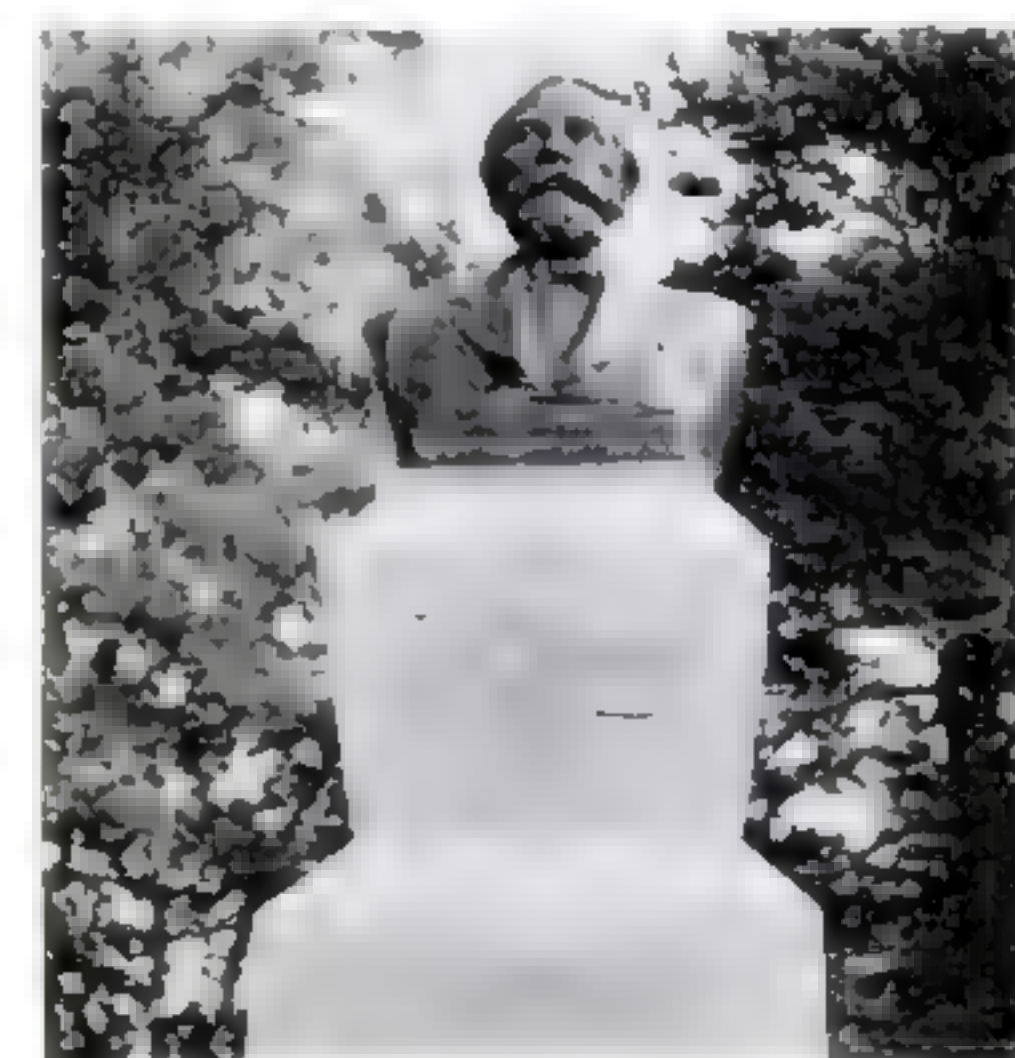


COMMODORE PERRY (LEFT) OPENS JAPAN

## Japs fight with tricks learned from Western world in last 80 years

Japan had been dreaming in a feudal doze of centuries when Commodore Perry came to wake it in 1853. Behind Perry were all the tools and devices of industrial civilization evolved by the West. Though punctilious in their observance of tradition, the Japanese were quick then to abandon a lost cause. They cleverly took over the ways of the West. Some of the results are seen here. The Yawata works at left produces 80% of Japan's pig iron and 20% of its raw steel. It feeds pig iron to steel mills throughout the country. An even larger plant is now being built in Manchukuo. Others are going up in North China. When Yawata is bombed, as it has been four times, the bristling antiaircraft guns around it, which are also adaptations of Western models, usually hit some of our B-29s.

Even Japanese cows (opposite page) are of good old Western world stock. These were brought to Japan by an American, W. S. Clark (below), who founded Hokkaido's Sapporo Agricultural College in 1876. Before that, Japanese cows were humped and poor milk givers, much like the Chinese equivalent. But milk is a luxury food, widely available only in rich and big, pastoral countries. Japan's farming area is too small to produce much milk and its people too poor to buy it.



U. S. PIONEER in bringing modern farming to Japan was W. S. Clark who gave Japs his motto, "Boys, be ambitious."





**A HERD OF HOLSTEINS** and Guernseys is the pride of Sapporo Agricultural College on the island of Hokkaido, a monument to the memory of one of the many Americans who have

tried to help the Japanese. However, this effort came to an end only in Hokkaido. The Japs have always known how to farm skillfully, have used crop rotation and fertilizer for many centuries,





**SOME CUSTOMS** are shown here. Mask is worn to "safeguard the aroma of the tea" by a Buddhist priest holding tea.



**WOMEN BATHE** before windows. Japs. bathe themselves often, can stand water of 140°, hotter than many other people.



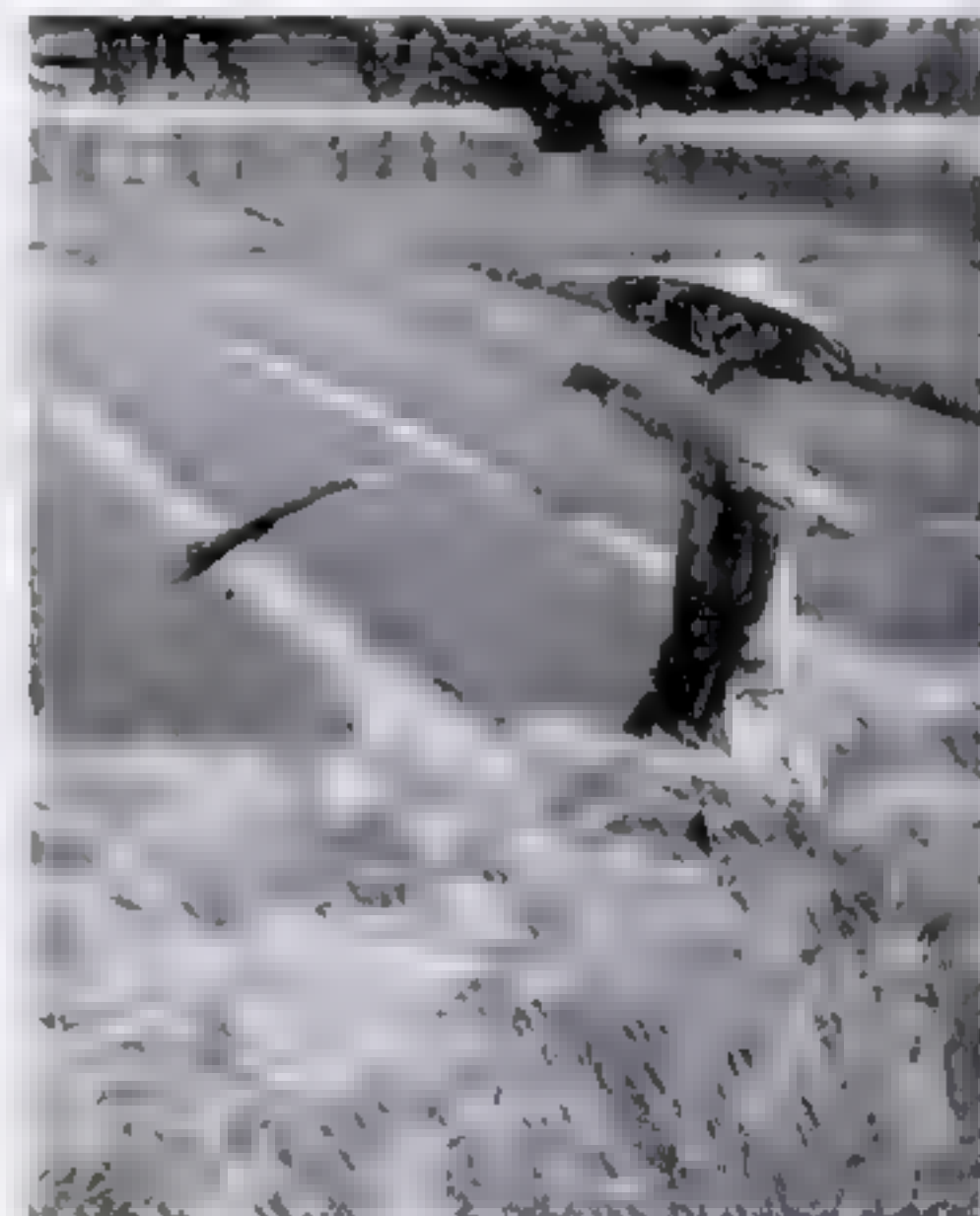
**HOLLOW PORCELAIN PILLOW** serves Japs. as head rest. Sometimes there are pellets of stone—see the pillow.



**SACRED ROPE** commemorates time Goddess Amaterasu hid in a cave, was lured out and cave was then closed by rope.



**WIGS** as often as not constitute the Jap. women's magnificent hair. This one is being applied. For a real hairdo, look.



**SCARECROW** in Japan includes a ingenious straw whip that swings with the wind over the paddies of new-sown rice.



**A BUGLE** summons herd of spotted deer kept at Nara's Kasuga shrine, because once a god supposedly rode up on a deer.



**SACRED HORSE**, sculptured in wood, glares out of his decorated wooden stall at Sengen Shrine in the town of Suwayama.



**CARP** are favorite pets. Even the very poor Japanese maintain a carefully tended bowl of goldfish, a cousin of the carp.





SACRED KOMATSU IN KYOTO HAS MOUTH OPEN, SIGNIFYING HEAVEN  
FOX, REVERED BY JAPS, MOUTHS KEY TO GOOD CROPS AT FUSHIMI SHRINE



DRAGON HEAD, COPY OF CHINESE, IS FOUNTAIN AT SHRINE  
PEKINESE HAS MOUTH OPEN. CLOSED MOUTH SIGNIFIES EARTH







JAP CHILDREN ARE REGIMENTED FOR WAR FROM THE AGE OF 8

## The Jap soldier begins toughening and training at a very early age

The supposed marvels of Japanese endurance in the field are merely the result of careful training. This begins early, as shown here, military instruction starting at the age of 8. An adult Jap's average height is 5 feet 3½ inches, his weight 116 to 120 pounds. He is awkward, shuffling, has poor teeth. But the Jap army sends him on long, tough marches, often uphill and at double time, in extreme heat and cold, and drills him in fencing, Judo (wrestling) and swimming. He is trained in camouflage and the use of deception and ruses of all kinds. But with rare exceptions he is a poor marksman beyond a range of 50 yards.

He is as susceptible as any other soldier to depression and discouragement when his meals are not regular and varied in menu. He gets rice, pickled plums, soy-bean sauce or miso powder, pickled radishes, octopus, dried bread, dehydrated vegetables, salmon or bonito, rice cakes, canned oranges, powdered tea leaves, ginger, salted plum cake, beef, whale meat, candy and vitamin tablets. A parachutist's ration includes an extract made from mussel flesh, dried plums, preserved ginger, crushed soy beans and dried seaweed. The Jap soldier loves candy, which contradicts the general belief that he gets no sugar. He used to strip off all unit insignia in combat, but found this too inconvenient and now wears rank insignia on the collar in battle. "Daily Article A," issued monthly, includes 150 sheets of toilet paper, 20 postcards, writing paper, envelopes and pencil. "Daily Article B," issued every two months, includes hand towel, loin cloth, soap, tooth powder, toothbrush.



LEFT BEHIND ON THE HOME ISLANDS TODAY ARE MAINLY WOMEN



LITERACY rate is high in Japan, far more so than in the U. S. The literate percentage in the Japanese army is 99%. Boy at the right has written the words, "material, powder, width."



CLEANLINESS is taught Japs early, as here, but the sanitation measures in the Japanese army are not good. The Japs' cleanly habits collapse in dusty China and the tropical Indies.





AND CHILDREN, WHO ARE ALSO WORKED TO THE LIMIT FOR THE WAR EFFORT WHILE THE MEN FIGHT FOR "GREATER EAST ASIA"



**WILINESS** is taught Japs early, as here in a bout of the national game of "go," a game that emphasizes trickery and the sound military principles of infiltration and double envelopment.



**COMBATIVENESS** is taught Japs early. Jap soldiers are usually eager for close-quarter combat, think their somewhat longer bayonets give them an advantage in hand-to-hand fighting.





**BOOK OF COMMON PRAYER** is the *norito*, 27 Shinto chants for religious occasions, one of which is being read at open-air service by a Shinto priest on the root of a Japan cedar.



**DEVILS** are chased away from this newborn child by a Shinto priest waving a *nusa*, the staff with inscribed paper streamers. Even educated Japs faithfully observe this sort of tradition.

## Religion in Japan is intimate, universal and the basis of patriotism

The Japanese soldier's mind is strongly influenced by such scenes as these. Back home is a world impregnated with sanctities. To violate or betray any detail of this sacred system would be far worse and more difficult for him than physical suicide. Yet his religion, Shintoism, is on a very low moral level. It has no ethical code. It does not appeal to reason or even to emotion. It is strictly designed to help a man get along in the world. But it has become synonymous in

Japan with patriotism. Now it means, too, that Japan is the best place in the world and the Japs are the best people in the world. They are, in fact, according to themselves, the gods, descended from the gods and propagating more gods. This propagation is steadily increasing the population of Japan at the rate of 2,000,000 a year; 3,000,000 new recruits have been taken into the army since 1941, more than replacing the casualties inflicted by the U. S. Army and Navy.



**HORNS OF JEALOUSY** are averted by a bride with padded headress. Here she is offered sacred *sake* (wine) by a virgin of the local Tokyo shrine. Almost everything is sacred in Japan.



**ANCESTORS** are informed of arrival of a new descendant by the father. Lettering on sheet is daughter's name, Ryoko. Japanese feel solidary with their whole family, living and dead.



Japanese warrior god, Oyamakui-No-Mikoto,  
carries emblems of war, the bow and arrow





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Filipinos cheer a single American soldier in Manila. When soldiers came the people swarmed in the streets, shouting, "Vocktory! Mabuhay!" (Tagalog for "Long live!")

## CARL MYDANS AT THE LIBERATION OF SANTO TOMÁS

CONTINUED FROM PAGE 22

was mined. Then he backed off and fled, shouting, "I am afraid. The Japanese will come back. They will kill me."

We pushed on down a side street, returning on Rizal. A quarter mile from the great China University we were brought under fire. It was dark now and we hit the pavement again. Tanks swept the area with guns and then we broke up into two columns. One went straight down Rizal to run into heavy Jap ambush in the university. When it got under windows, Japs opened from every one with light and heavy machine guns and tossed TNT bundles into the three leading trucks. Casualties were heavy before the column was able to gather its wounded and back off.

But my route turned left with Colonel Conner rather than into the ambush and in a few moments the black, swale covered fence of my old prison camp of Santo Tomás was flanking us. For just a moment I felt a flush of illness. This was the moment I'd been living for for three years. But then I was caught in the scramble of dismounted infantry now crouching at the ready as they moved in black silhouetted columns on either side of the vehicles. Fires were burning over much of the city and the red-lighted sky and stealth of the scene and pitch of emotion had me shaking so that my camera bag pounded against me. Behind me was Frank Hewlett of United Press, no less gripped with emotion than I was. We had come all the way together and he had come for his wife Virginia, who got caught in Manila and put in Santo Tomás while Frank went through Bataan and Corregidor and got out to Australia.

### I go into Santo Tomás

Half the front gate was open, the inside was black. We shouted and got no answer. Two tanks rumbled up facing the gate and turned on powerful lights. I cut a hole through the fence and looked in but could see nothing. Then we threw up flares. A swale fence had been constructed across the front since my days there, cutting off the view of the building. There was some delay and Frank lay beside me alongside the fence. Then impatience got me and I turned to Frank and said, "The gate's half open and I'm sure the Japs have gone. Let's slip in." Frank followed. As we reached the guardhouse at the gate entrance and approached the grass-covered bunker a Jap jumped from the other side four feet away, shrieked and fired point-blank at us. The blue flame blinded us for a moment as we hit the ground. The bullet had gone neatly between our heads. We lay there for a moment, then dragged ourselves on our stomachs along the side of the fence, breathing hard. Frank said simply, "There are Japs in there."

Then, like many such scenes in war, I never did know the sequence for as I moved over toward Colonel Conner, who was directing the operation on foot by the edge of the road, someone shouted

CONTINUED ON PAGE 27



# COAL?

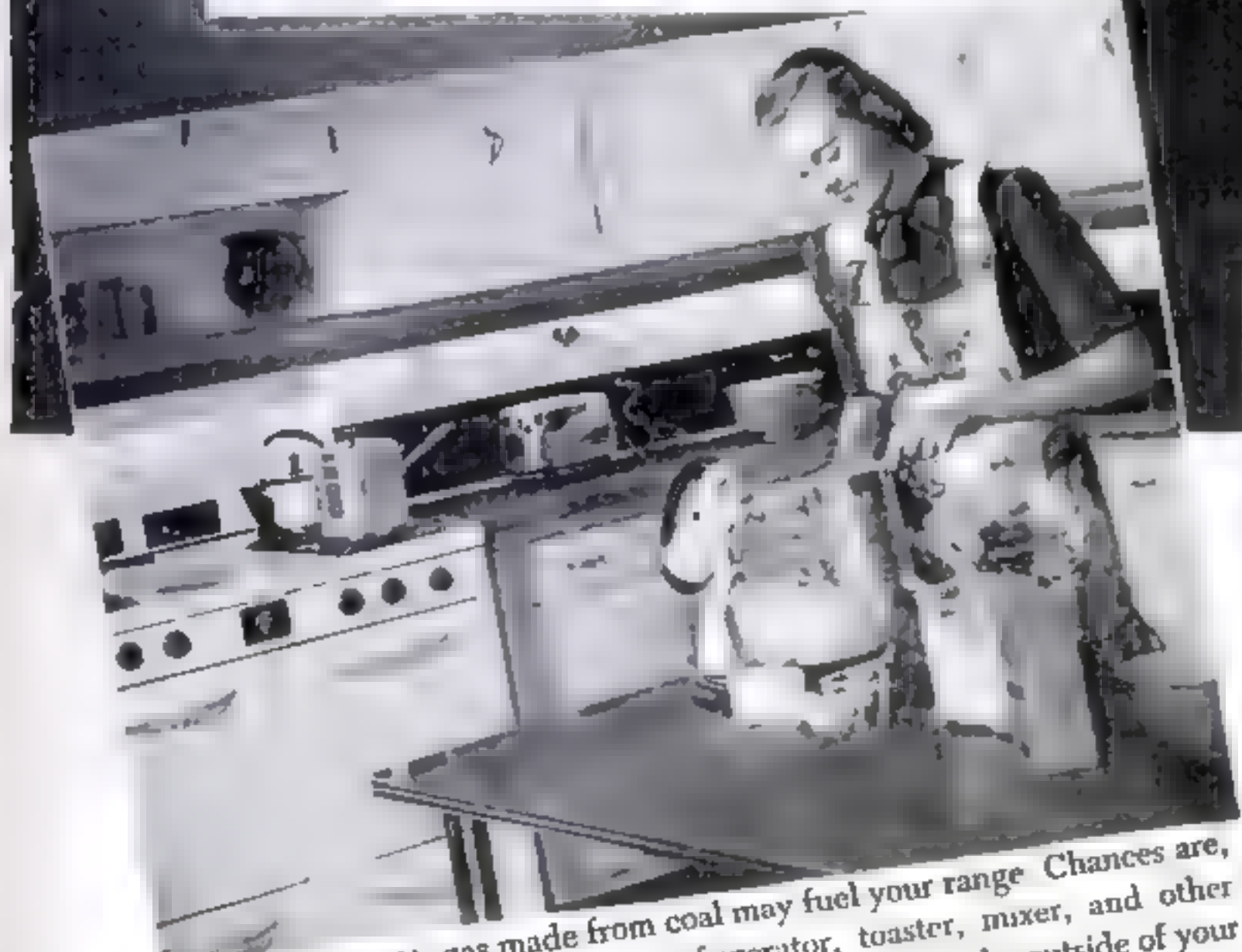
IN EVERY ROOM OF  
*MY* HOUSE?



YES, MRS. AMERICA, an amazing number of the everyday things you live with, use, depend on—come from Bituminous Coal. Dyes to color your clothing, curtains, rugs, upholstery . . . wonderful synthetic fabrics such as nylons . . . paints and varnishes for woodwork and furniture. In most homes, electricity generated from coal supplies lights—runs the radio, telephone, vacuum cleaner, sewing machine.



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FOR ALL TIME SINCE 1878



**I'm not  
really a grouch**

It's just that these worms have got me dragging around. They're bad, Boss, run a dog's spirit, get him so rundown he's apt to catch most any disease.

Let's get rid of them, and quick—with Sergeant's SURE SHOT Capsules. You remember we used Sergeant's Puppy Capsules when I was a pup. SURE SHOT Capsules really clean out worms.

After worming, help build me up with Sergeant's Vitamin Capsules (Vitapets).

Buy 'em at the drug or pet store today, Boss. Get a free Sergeant's Dog Book there, too—or send this coupon.

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**Am I smiling now!**  
*Curly*



**PHILIPPINES (continued)**

"grenade!" and I hit the ground with my face in the gutter. Several men were wounded near by.

Then Colonel Conner shouted to the leading tank: "Run that tank in through the fence," and behind him to several men huddled together, "Keep the flares going up as she goes in."

The "Battling Basic" medium tank got straightened away and walked through the concrete fence as if it were corrugated paper. The area was bright now for flares were hanging overhead. There was shooting behind us and on the other side of the camp. Jeeps with headlights on followed in and then the infantry, which spread out at once. Frank and I walked up to the second fence and I could see the building as I had once seen it before. There was the "big house" I had lived in so long. I walked farther in and shouted, "Any Americans in there?" There was no answer. Later we learned they had answered me with a chorus of "Yes, yes" but we did not hear them. Then tank lights caught three Japs with rifles in the beam and we took cover.

**"It's been so long"**

A moment later a long-coated American appeared from nowhere. He was an internee. He said simply, "You Americans?" A few voices answered tiredly, "Yes."

"Good," he said, "I'll lead you in."

Two tanks were just ahead and foot soldiers moved forward over the driveway outside of the main building where my wife Shelley and I had paced back and forth for so long. Frank and I were right behind the tank. Then our guide said suddenly, "There's a Jap machine-gun nest on the left side of the building," and as the tanks and soldiers turned left, I shouted to Frank, "I'm going in across the lawn," and I made my last dash with Frank behind me. I tripped once, recovered myself and pushed into an hysterical mob of internees waving, shouting, screaming, some weeping. The feeble, shadowy light from several candles only partly lighted the large lobby. I could not say anything, the din was so terrific. Hands just felt me, pressed me, and voices cried, "Thank God you are here." "It's been so long."

Crowds pressed in on me so closely that I could not move and then suddenly the crowd picked me up, 40-pound camera kit and all, and passed me from hand to hand overhead.

I was helpless, nor was I able to talk above the din. Then I was put down and a stern voice rang above all the others. "You are an American soldier? Put the light on yourself so we can see." I turned the flashlight on myself and said, "I'm Carl Mydans."

For a moment no one said anything. Then a woman's voice came, "Carl Mydans. My God! It's Carl Mydans," and Betty Wilborne broke through the crowd and threw her arms around my neck and cried.

I was pushed through the crowds to the stairs in the main lobby with shouts of "speech" and for a moment I was unable to talk. I mumbled something about I never knew how good it could feel to be back here in Santo Tomás. Then I made my way out of the building, everyone feeling me, holding on to me as I struggled through the crowd. I brushed past a woman holding a weeping child. "No, darling, no," she was saying, "he's an American. He's an American soldier. They have come for us, darling. Don't be afraid."

Outside I found a sight I had dreamed about many times. In the brilliant light beside the Battling Basic stood three Japanese in officers' uniforms, ringed by soldiers pointing rifles at them. The Japanese were part of the administrative staff of this and other prison camps on Luzon. But they were strangers to me. The staff I knew had left some time ago.

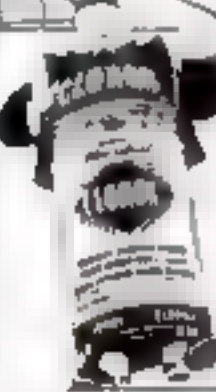
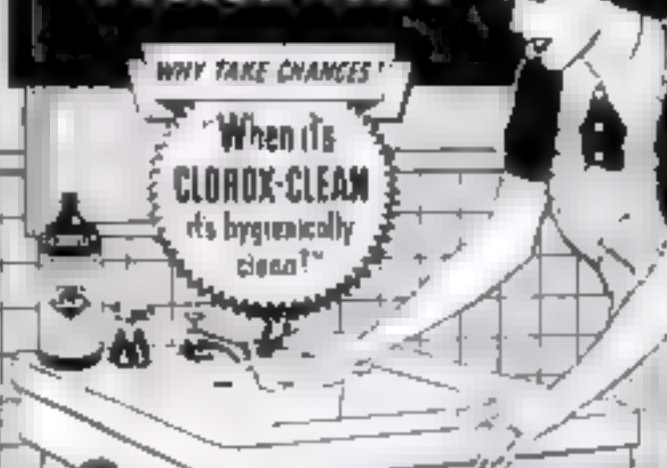
Now I was aware of the crowds in the windows above, cheering and cheering. They had been there during my dash across the lawn but I was unaware of them. "God bless America." "Oh what a sight for sore eyes you are." "Oh how long we've waited," were some of the things they shouted at us.

**The Japs hold hostages**

Suddenly there was firing in the Education Building to the right of the main building. There were 65 Jap officers and men in there with 221 American internees. The Japs were on the second floor, Americans on the third. The Education Building was the newest in the compound and was of steel reinforced concrete. All night we attempted to break into the building but the Japs had an overwhelming advantage. They went up to the third floor with the Americans so that our shooting into the second was useless.

CONTINUED ON PAGE 111

**CLOROX-CLEAN  
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## Magnesium babies heavyweights into lightweights

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Perambulators are heavy. For a while, many times heavier than the baby. But there is no reason why they should be. More than three-quarters of the weight of the metal parts of a pram could be eliminated by the use of magnesium, the ultra-light metal that is so strong, so safe, so purely beautiful. Magnesium, the weight-saving metal, whose strength and safety were proved in the stress of battle by American planes in every fighting zone.

Everywhere, on the streets, in the homes, the offices, the factories of the nation, useless dead weight takes its toll of needless cost and of wasted muscular and mechanical power. A toll that is usually unnecessary because, today, so great is the supply, that the metal is freely

available, even in the midst of war's tremendous demands for all metals.

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## PHILIPPINES (continued)

Intermittently during Feb. 4 there were short exchanges of fire between our men surrounding the building under cover and the Japs inside, and we suffered some light casualties as the day wore on. Many women in the main building had husbands in the structure under siege and the strain was growing throughout the camp. So that night Lieut. Colonel Charles E. Brady walked into the Japanese lair and discussed a compromise with the Japanese commanding officer, Colonel Hayashi. Japanese demands were clear and short: safe conduct into the area of Manila where they would have a fair chance of fighting their way out; each man carrying side arms, rifles, ammunition and rations. His alternative was clear, too: the lives of the 221 Americans who were his hostages within the building. Hayashi strutted back and forth, suddenly reached both hands over his hips where hung two pistols and, glaring at Colonel Brady, flipped the pistols back and forth into their holsters.

Brady is a dapper officer with a waxed mustache who hails from West Orange, N. J. Later in reporting this meeting to General Chase he said, "My right hand twitched so I had to twirl my mustache."

That night the decision was made. The first job was to save the lives of the American internees. Jap demands were agreed to.

### The enemy is escorted out

In the predawn darkness of the next morning one of the strangest dramas of the war took place. Colonel Brady addressed the troops lined up before the Education Building in the area which, for a few hours, was no man's land. "Men, there are 65 Japs in that building and we're going to give them safe conduct out. They will have side arms and rifles but no machine guns or grenades. We shall march in a column of two with columns of Japanese between us. I want each man to carry his rifle with a cartridge in the chamber and with the rifle off his shoulder. Each man is to cover a Jap. At a certain point agreed between the Japs and me, we will halt and they will continue. Under no condition is any man to be trigger happy. We hope to get away with it without anyone being hurt. But if they shoot first, get them."

Headed by their officers, the Japanese came out. As they appeared our men tensed up and fingers played with triggers. These Americans had seen many Japs before but they had always shot at them or were shot at. There was nervousness all around.

Brady gave the command, headed the column and started off. There was firing in the city as we marched down side streets. Colonel Brady warned the Filipinos who were rushing out at this strange sight to be silent and stay back.

There were many stops and conferences between Brady and Hayashi as to where they would go and how far, the Japanese urging us to conduct them farther and farther. But at Legarda and Aviles Streets Brady called a halt and told Hayashi, "This is as far as we go. This is the front line. You are on your own." Hayashi now showed nervousness for the first time. He talked with two of his officers, then sent them forward a block. They came back and Hayashi again asked for further safe conduct, but Brady shook his head. "This is where we leave you."

Then Hayashi called a command, turned to Brady and saluted smartly. Brady returned it as the Japanese fell in step and began to move forward. As they passed out of our column, each officer and each man either saluted or bowed to Brady.

Ahead of the Japs down Legarda was massed a large troop of Filipinos and, as the Jap column approached them, several Filipinos near us broke out of line. Brady shouted, "Stand back and keep quiet." At this advice one of the Filipinos yelled loudly in Tagalog to the mass across the street. They broke and ran, madly stumbling into each other. The Japs with their backs to us now could see only the Filipinos. They broke ranks, falling and tripping over each other, taking cover in doorways. Only their officers forward held ranks.

Then Hayashi rushed back and pushed and shoved his men back into formation and they disappeared up the street. The last little act of disorder and utter fear on the part of the Japs had ruined their whole carefully planned show.

### I walk the old walks

The situation in Santo Tomás had changed much since I left there Sept. 12, 1942. All access to outside supplementary foodstuffs had been discontinued by the Japanese. There is not one of the 3,700 people in Santo Tomás who isn't suffering from malnutrition, and most of them are so thin that I did not recognize them.

I walked the same walks Shelley and I had been over so many

CONTINUE ON PAGE 171



# How to judge a man (sight unseen)



**1 He has a good deal of personal pride**  
... you can tell that by looking at his home.



**2 He appreciates art, admires skill**  
... you can tell that by peeking into his den.



**3 He's fastidious, dislikes mediocrity**  
... you can tell that by the cut of his clothes.



**4 He's fun-loving, a good host**  
... you can tell that with one glance at this playroom.



**5 He's very considerate of others**  
... you can tell that by the many kinds of glasses on his back-bar.



**6 He's an excellent judge of whiskies**  
... you can tell that by his bourbon stock. It's Walker's Deluxe.

## *Walker's DeLuxe*

These two words mean a great straight bourbon

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Style No. 1194 (right) and No. 4170 (below). Distinguished by handsome "four-lane" stitching and extra perforations, Jarman's brand new "Super Brogues" are the smartest styles of the day.



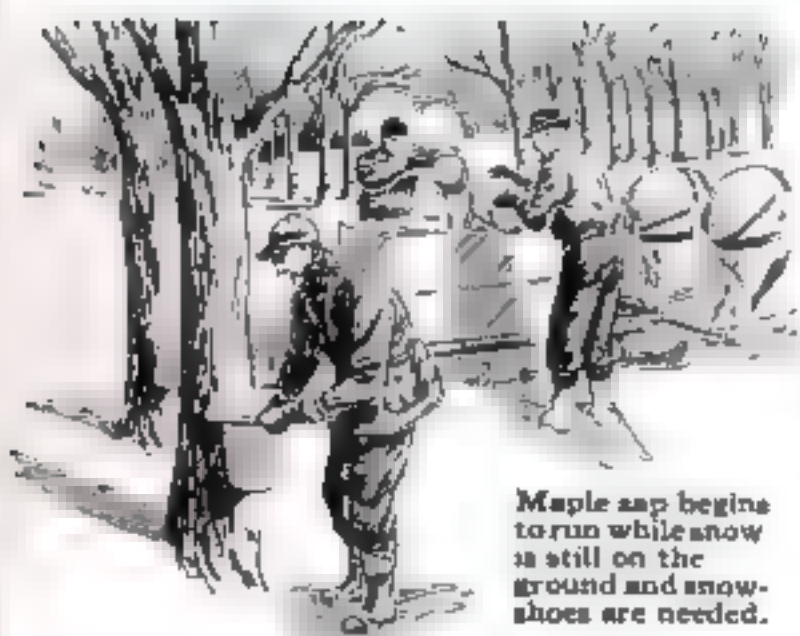
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YOU'LL LIKE BEST IS JARMAN'S FAMOUS**  
*"friendliness of fit"*

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Trade Mark Reg. © 1945, Mojud Hosiery Co., Inc., N.Y.C.

## PHILIPPINES (continued)

times, stood in the same food line where we had stood so long, washed at the same troughs and saw the same lines of people standing patiently to get to the shabby toilets. There were the same old hats and the same old clothes the people wore when I was there. But they were mended and remended. And there was the same docility on the part of the internees toward us that the Japs had so indoctrinated into us. Even with husky welcoming Americans on the main gate the internees would not venture past the swale fence which marked the out-of-bounds area. Three years of Jap militarism left its mark on our people and many of them, like withered plants, will not begin to perk their heads up again until nourishment restores the vitality which humans must have to live.

This does not mean that our people are a broken people. They are anything but that. There is not one of them who has not kept faith these long three years. There is not one of them but knew we were coming back. Their only comment has been, "It's been a long time."

Sunday morning we raised the American flag over Santo Tomás. The internees stood by breathlessly as the colors were carried to the front of the building. They shouted and cheered when they were raised. Then someone started singing *God Bless America* and the entire camp picked it up. I have never heard it sung as it was sung that day. I have never heard people singing *God Bless America* and weeping openly. And they have never seen soldiers—hard-bitten youngsters such as make up the 1st Cavalry—stand unashamed and weep with them.

### The children understand

Apart from liberation and the food that came with it, nothing had meant more to the internees. And to the internees today the GIs are the epitome of everything that is great and good. They talk about them endlessly. They are amazed at the quiet way they speak to each other. "Perhaps it's because they've lived in the jungle so long," one internee explained. They are struck by the politeness they have toward one another, and by their cooperation and generosity. They are amused at their "duckhunting caps and duckhunting pockets." Many were moved to tears when, several days later, they learned that the soldiers who spearheaded in there with streamlined rations gave everything they had to the internees the first few hours in camp and went several days without any themselves until additional supplies arrived. But mostly they are thrilled by the kind of army we've now got. When they last saw us, we were different. They stand in little groups admiring the tanks, sitting in jeeps, taking helmet liners from helmets. They beg for little bits of Army clothing—hats, insignia, canteen covers, anything that they can have or wear that makes them feel a part of us again. My hat went in the first few hours and no appeal could bring it back.

The youngsters are playing soldiers now, too. They say rings the youngsters back home have never thought to say. "I am a soldier. I am an American soldier." The children here are worldly-wise. Perhaps nobody understands the Japanese better than they. Sgt. Homer Brown of Tucson was confused when, marching away with the group of Japanese civilian administrators of the camp, he was met with a chorus of tiny voices shouting, "Make them bow. Make them bow."



President Osmeña's family, who hid in the hills during part of Japanese occupation, walked 50 miles to join U. S. forces. From left: Ramon, Victor, Mrs. Osmeña, Rosie.

# Tomorrow's postwar pen value today...



The new *VENUS President* is the finest fountain pen value today. In fact—tomorrow's post-war pen value! Large 14 Karat gold point, *iridium* tipped. Beautiful two-toned colors or solid black. Instant starting. Velvet-smooth writing. With the *VENUS Guarantee*—only \$3.50.

AMERICAN LEAD PENCIL CO., NEW YORK  
Makers of the famous *VENUS* Pencils

# VENUS



**you  
have to  
know  
how...**

Our designs do not come out of a magician's hat. But near-magic they are... from the Stafford designing and research staffs. When peace again endures, they will be ready. Out of hands and skills noted for their "know-how" will spring glorious new Stafford cloths and weaves from our Pennsylvania looms, printed in the little Connecticut town for which Stafford Fabrics are named. Aided by know-how and near-magic, the Stafford Stallion, now dedicated to war's fabrics\*, will sire brilliant textiles for the men and women of a brave new world.

**GOODMAN & THEISE, INC.**

16 East 34th St., New York 16, N. Y.  
Stafford Springs, Conn., Scranton, Pa.

\*War needs are the chief concern of Stafford today, which accounts for the present scarcity of Stafford Fabrics, though they are available in a few of the finest cravats.



buy war bonds!



## MOVIE OF THE WEEK:

# *The Suspect*

## Melodrama poses a moral problem

The most sympathetic and likable murderer seen on the screen in a long time appears as the hero of *The Suspect*, a gaslight melodrama made by Universal Pictures. In it Charles Laughton portrays an honest, middle-aged London tobacconist who commits two murders. First he kills his wife, who is an abusive shrew, and then he kills a drunken sot who has tried to blackmail him. This plot presents the movie with a moral problem: should any murder, however justified, ever go unpunished? The film's chief suspense is built around the solution of this dilemma.

From this situation *The Suspect* emerges as a tense and gootally exciting affair, notably acted in the leading roles by Charles Laughton and Edda Rames. Their restrained performances do the delicate job of creating a believable romance between a middle-aged man and a young girl. To achieve the quality of this relationship Laughton never kisses Miss Rames during the film, only twice touches her with his hands.



**Philip Marshall** (Charles Laughton) is a jovial Englishman whose shrewish wife (Rosabel Ivan) prevents him from enjoying life. When her quarreling forces their son to leave home, Marshall turns on her in cold anger.



**At his tobacco shop** the next day Marshall interviews pretty Mary Grey (Edda Rames). Though he is unable to hire her as a secretary, he gets her better job with a dressmaker.



**As a dinner companion** Mary becomes a pleasant antidote for his wife's shrill nagging. But when his wife refuses to divorce him, Marshall stops seeing Mary to avoid scandal.



**On Christmas Eve** Marshall's wife greets him bitterly and announces she knows about Mary and intends to disgrace him. Enraged Marshall kills her that night with a cane.



**At his wife's funeral**, held shortly after the coroner has declared her death an accident, friends and neighbors mourn Marshall's loss with no understanding of his true feelings.



## "PERSONNALLY Speaking" by JAMES MELTON



Metropolitan Opera Tenor  
Star of Texaco Star Theatre

1—I've sung lots of high notes in my day. But lately I've hit a new high—in shaving comfort. So now I want to sing something different...



2—the praises of a grand razor blade—Personna! Honestly, it gives me the closest, smoothest shaves I've ever had. And last, too!



3—Yes, indeed. I just naturally break into that song about a beautiful morning after every slick Personna shave. That's because Personna has the edge!

HERE'S WHY Personna has the edge—it's made from finest premium grade steel... it's diamond-tested for extra hardness... it's hollow-ground for longer-lasting keenness. Try Personna blades today—for real shaving luxury! Personna, 599 Mad. Ave., N.Y.C., 22.



**PERSONNA**

*Precision Blades*

10 FOR \$1

In every battle...  
doing vital jobs...  
unfailingly...



that's  
why  
there  
are just  
a few  
left for  
essential  
jobs at  
home

BRIGHT STAR BATTERY CO., CLIFTON, NEW JERSEY

RED-ITCHY SKIN?  
watch out—it's often

**ECZEMA**

'Invisible'  
Liquid  
Promptly  
Relieves  
Torture!



First applications of wonderful soothing Zemo—a Doctor's highly medicated invisible liquid—quickly relieves intense itching, burning of Eczema, and similar annoying skin and scalp irritations due to external cause. Zemo also aids healing. Amazingly successful for over 35 years! Apply any time—doesn't show on skin. Buy Extra Strength Zemo for stubborn cases.

**ZEMO**

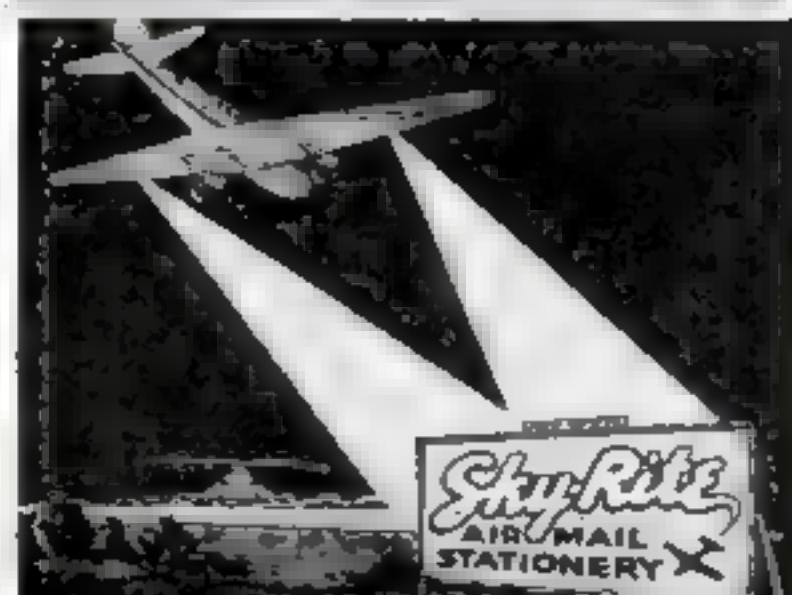
**BUY  
WAR  
BONDS**

FOR VICTORY

Watch Crystals You CAN'T BREAK



**PROTECT YOUR WATCH**  
Go to any jeweler—ask for a G-S FLEXY CRYSTAL 100% BREAK-PROOF. Can be fitted while you wait. Any size. Any shape. Guaranteed.



AGENCY PAPER CO., New York 13, N.Y.

## "The Suspect" (continued)



Alone in his house after sending well-wishers have gone, Marshall sits down to write a letter to Mary Grey. He is interrupted by a detective.



Inspector Huxley is certain that Marshall murdered his wife but has no evidence. While Marshall sweats, Huxley re-enacts the crime correctly.



Marshall and Mary are married. Although suspected of murder, he is completely happy with his pretty young wife and is an adoring husband.



He commits murder again when a drunken, worthless neighbor named Simmons tries to blackmail him. Marshall kills him with poisoned drink.

CONTINUED ON PAGE 107





## How the "Rumpus Room" got its name

ONCE UPON A TIME a host named Joe invited some friends over for a relaxed, unhurried evening.

When it was time for refreshments, Joe stepped behind the bar. "Hey, Joe," said his not-very-polite friends, "make 'em with Kinsey, or we'll raise a rumpus!"

Now, you don't have to believe this story of how the "Rumpus Room" got its name. But once you've tasted a drink made with light, smooth Kinsey, you'll readily believe that there's no richer, no more delicious, no more *satisfying* whiskey than this.

For Kinsey is the Unhurried Whiskey, blended with

care and "know-how" for more than half a century.

Your friends may be too polite to *ask* for Kinsey, but you can bet they'll *enjoy* it. So treat them as you would yourself. Serve Kinsey!

For Unhurried Moments

# KINSEY

The Unhurried Whiskey

Blended Whiskey • 86.8 Proof • 65% Grain Neutral Spirits • Kinsey Distilling Corp., Linfield, Pa.





In home, office, workshop too  
Carter's helpers work for you!

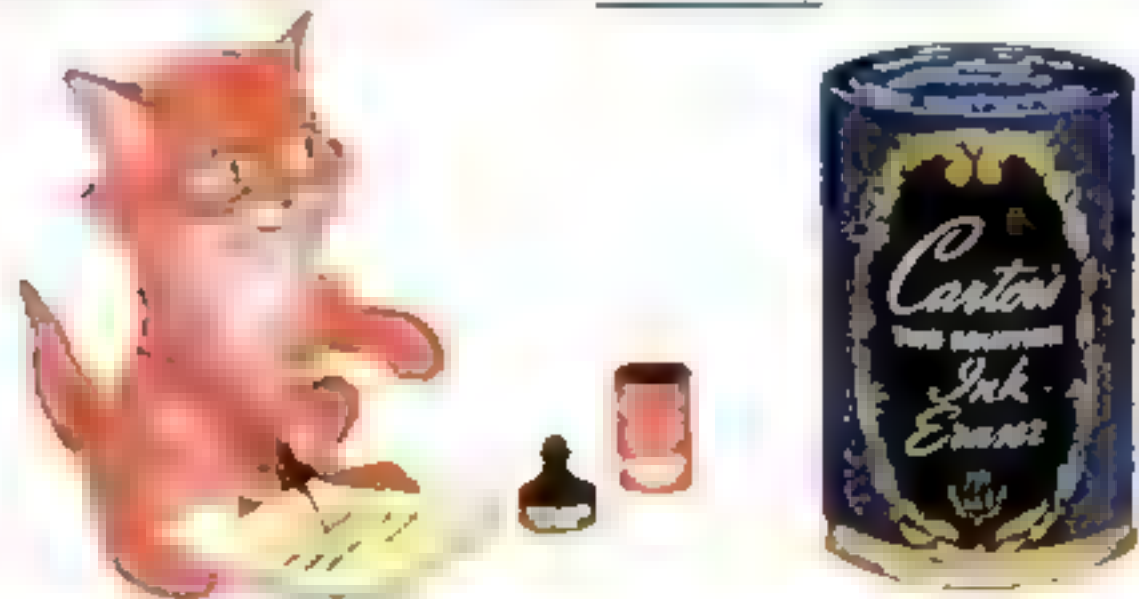
Why scratch your head or pause to think?  
Carter's is the name for Ink!



When you stick it—make it quick  
Carter's "stick-ups" really stick!



If you're in doubt or change your mind  
Erasers race . . . the Carter's kind!



Want your posters bright and gay?  
Carter's colors stay that way!



Stamping pad or marking set?  
Carter's are a better bet!



Your Own 8" x 10" Pin-Up of Carter's Kittens

If you'd like a print of me  
Painted with my fa-mi-lee  
Ask where this display you see!



**CARTER'S INK**

*Gentle as a Kitten  
On Your Precious Manuscript*



The Carter's Ink Company  
Boston, Massachusetts





Surprised when his family returns unexpectedly from the beach, Marshall dumps Simmons' body out of sight. Serving wine, he tries to hide his fear.



A moment of cold fear comes over Marshall when his son reaches under the sofa for the kitten. Later that night he throws the body into a canal.



Marshall boards a ship with his wife. They are bound for Canada. Realizing that Simmons was a moon doctor, Marshall is troubled by his crime.



Before sailing, Marshall learns Mrs. Simmons is charged with the killing. He struggles with his conscience. Should he go back and admit his guilt?

## POP TAKES COMMAND - GETS A GREAT BIG HAND



**LAND SAKES!**  
how dey loves  
**AUNT JEMIMA  
PANCAKES!**



**"OLD SOUTH" SHORTENIN' SYRUP**  
Saves you butter points!

Combine 1 cup dark corn syrup and ¼ cup vegetable shortening or margarine. Heat until melted. Add ½ teaspoon vanilla. Beat with egg-beater until syrup and shortening are combined. Serve hot on Aunt Jemimas.

**GET BOTH** the red box for pancakes and waffles, the yellow box for buckwheats.





A black and white photograph showing Senator Joseph R. Ball on the left, wearing a dark suit and tie, looking towards May Craig on the right. May Craig is wearing a dark, short-sleeved dress and is holding a book or folder. They are standing in an ornate room with high ceilings, decorative columns, and a large chandelier. The room has a patterned carpet and a rug near the entrance.

MAY CRAIG CORNERS SENATOR JOSEPH R. BALL OF  
MINNESOTA IN SENATE WING "PRESIDENT'S ROOM"



# Life Calls on a Washington Newspaperwoman

**May Craig is a hard-working reporter who sometimes finds it necessary to talk back to the President**

**E**lisabeth May Craig is the persistent, sharp-minded Washington newspaperwoman who has become famous for talking back to President Roosevelt in his press conferences. She is the reporter who would not let the President get away with his recent crack that newspaper columnists were "an unnecessary exces-

cence." "Mr. President," reminded Mrs. Craig, "you have one in your own family." She is also the reporter who asked the President to locate himself politically. "Going down the line, a little left of center," replied the President and then added, "That wasn't much of an answer, was it?" Tartly Mrs. Craig replied, "No."

No heckler but simply a forthright reporter who feels she has a right to get a straight answer, even out of a President, Mrs. Craig has been a Washington correspondent and bureau head for 20 years. Now working for the Guy P. Gannett string of Maine papers, she leads a very busy life, as these photographs show.



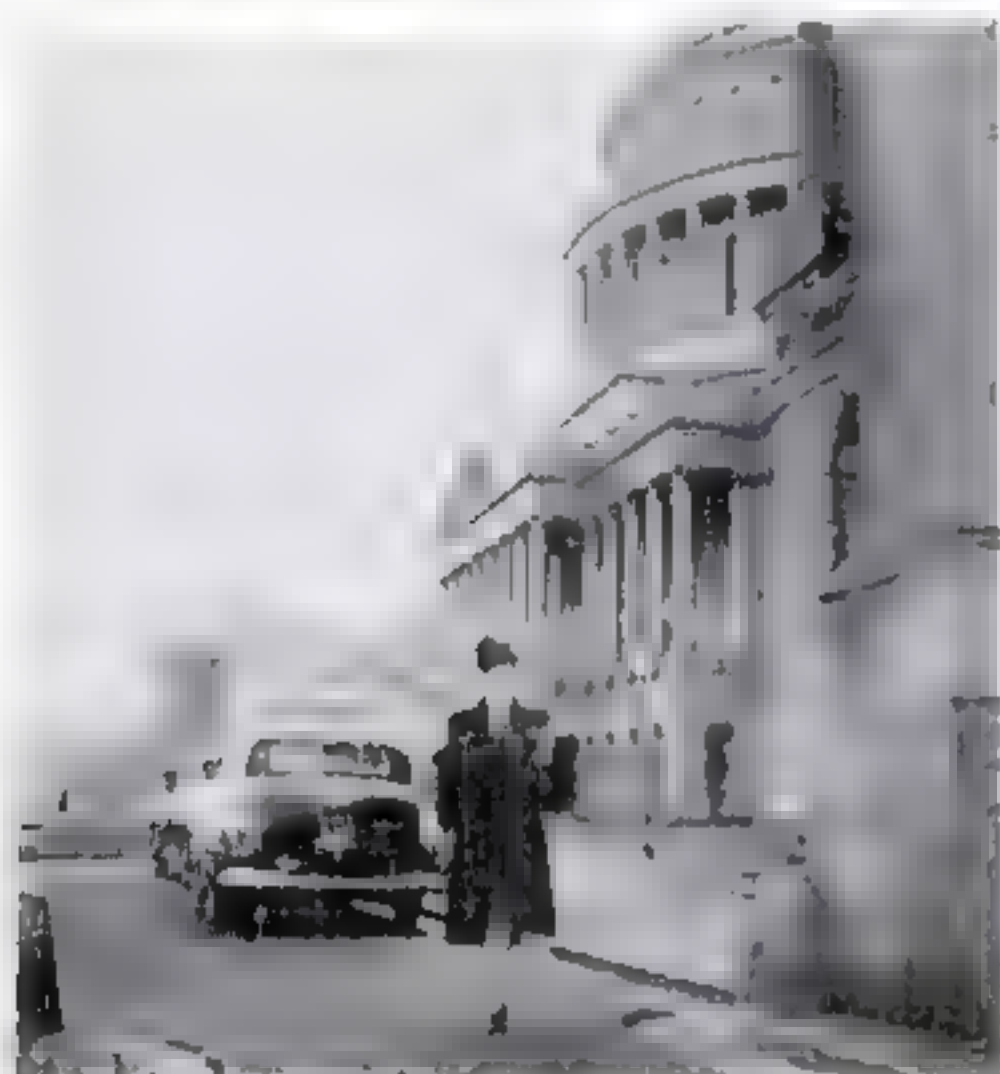
**May Craig's day** starts at 4:30 a.m. when she pours a giant cup of coffee and returns to bed to read the morning papers.



**Her column, "Inside in Washington,"** goes to three papers daily. She writes a thousand words from 7:30 to 8:30 a.m.



**At 9 a.m.** she leaves her house for the day, walks seven blocks to the Capitol. Tireless, she says she will be "50 until I die."



**She approaches Senate Wing** of Capitol from which she sends spot news stories. Her office is in the National Press Building.



**In the House** she talks to Maine Congresswoman Margaret Smith, whom she sees daily. All her stories have Maine slant.



**At White House** she regularly attends Mrs. Roosevelt's press conferences, was present at first one on 1933 inauguration eve.



**She joins reporters** outside House Ways and Means Committee meeting. She says one third of each day is spent in waiting



**Eleanor Roosevelt and May Craig** are great friends. She declares she is "75% New Deal" although she has never voted.



**She leaves most social functions** early. Unfulfilled ambition is White House correspondents' dinner, which bars women.





## They knew what they wanted

The pioneers who founded Italian Swiss Colony loved good food...and the good wines which came from their own cherished vineyards.

But what they wanted *most* was to grow wines that would win the world's acclaim. And they succeeded! For within a few years of the Colony's founding, its wines were winning repeated honors at world expositions.

Is it any wonder Italian Swiss Colony Wines today have *special* qualities? A special brilliance, a special bouquet...and, above all, unforgettable flavor.

Tonight...make *your* dinner memorable with one of the Colony's famed table wines...Tipo Red or White. Enjoy, too, the Colony's rich dessert wines...such as Private Stock California Port...Sherry and Muscatel.

**ITALIAN SWISS COLONY**  
*Wines with a past—for your pleasure today*

**TIPO RED**  
—especially  
good with roast  
beef and other  
red meats



GENERAL OFFICE, SAN FRANCISCO

Copyright 1945, Italian Swiss Colony



BOOKSHELVES FOR 1,000 VOLUMES WERE BUILT SO THAT SHE COULD CLIMB THEM

## SHE LIKES TO FIGHT FOR FEMINISM

May Craig fights just as hard for women's rights as for straight answers from Presidents. Recently she broke a 68-year-old precedent by getting herself elected first woman member of the congressional press galleries standing committee. This was her second victory over this rigidly masculine committee. Several years ago, over their fierce opposition, she organized a "Ladies' Comfort Committee" and won a press gallery powder



SHE FEEDS 13-MONTH-OLD GRANDSON FROM BOWL GIVEN BY MRS. ROOSEVELT





SHE PAINTS HER 34-YEAR-OLD HOUSE ON SUNDAY FOR FUN AND RELAXATION

## AND FIX THINGS AROUND THE HOUSE

room, for women reporters. A fair-minded feminist, she has tried, so far without success, to get men admitted to Mrs. Roosevelt's press conferences.

Widow of a newspaperman, Elisabeth May Craig is a brisk little woman with disarming blue eyes, a pleasant voice and a fondness for tinkering around the house. Her professional reputation is so high that Maine's Senator Brewster has called her the "most influential individual" in his state.

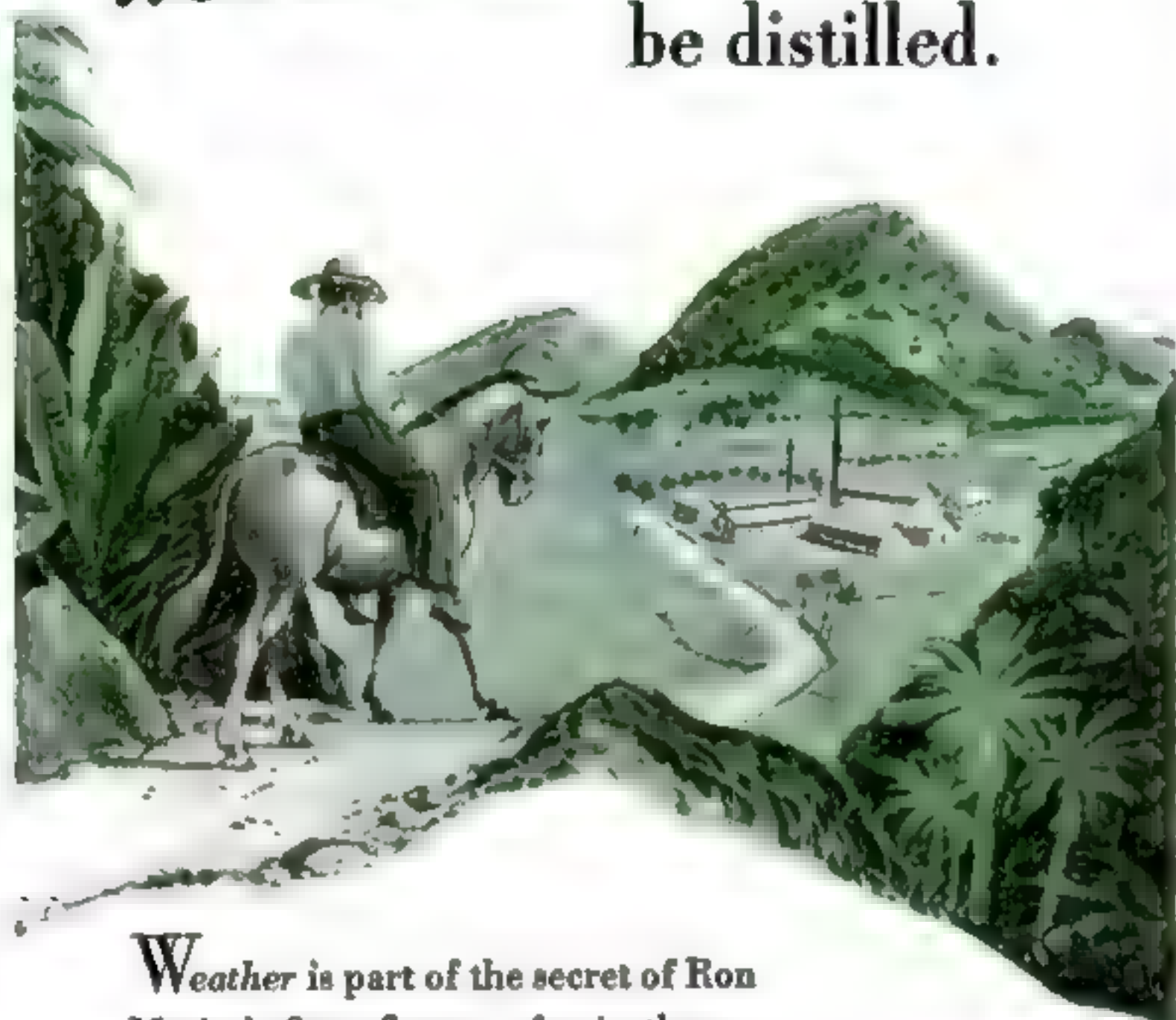


SHE READS MYSTERY YARNS UNTIL 1 A.M., PLANS TO WRITE THEM SOME DAY





Only in the mountains of  
Puerto Rico could this different  
*"mountain rum"*  
be distilled.



Weather is part of the secret of Ron Merito's finer flavor...for in the remote Puerto Rican mountain valley from which this rum comes, the conditions of sun, air, soil and water are ideal for rum distilling. If you haven't yet tasted a cuba libre, daiquiri or rum collins made with Ron Merito, you have a delightful surprise awaiting you—and prepare for compliments from your guests, too! There's a delicious difference in *any* rum drink made with this Puerto Rican rum that's mountain-distilled.



*Ron*  
**MERITO**  
THE PUERTO RICAN MOUNTAIN RUM

Available Gold Label & White Label. 35 Proof. Write for recipe booklet. National Distillers Prod. Corp., Dept. L17, P. O. Box 12, Wall St. Sta., N. Y.

## MISCELLANY



"THE FACE" IS ANITA COLBY, FORMERLY A MODEL AND NOW MOVIE EXECUTIVE

## METONYMY

Press agents use a respectable literary device to impress their clients' charms on the public



"THE NUMBER" IS TONI SEVEN, OR TONI 7. NAME ALONE MADE HER FAMOUS





"THE LOOK" IS LAUREN BACALL. COME-HITHER EXPRESSION WON IT FOR HER

Metonymy is the literary practice of referring to something by its outward sign. The people shown here all have metonymic names and show how Hollywood press agents exploit this respectable practice. In the case of Toni Seven, the subject is famous only for having a name which permits her to be called "The Number." Current fad seems to have started when John Barrymore was christened "The Profile," Monty Woolley "The Beard" and Mayor LaGuardia "The Hat." But personal metonymy is much older. In the Middle Ages three kings of France were named Pippin the Short, Charles the Bald and Louis the Fat. If they were alive today, press agents probably would call them "The Runt," "The Dome" and "The Paunch."



"THE CHEST" IS CAROLE LANDIS, ONCE THE "PING GIRL" IT MEASURES 37 IN.

CONTINUED ON NEXT PAGE

# Are you "in the know" about Allen... Brooks... Downey?

## IS FRED AS FUNNY OFF-MIKE?

Yes—gags come naturally to this top-ranking funnyman. He's hilarious in his newest picture "It's In The Bag." But Fred is serious about some things—for example, Regents. "That crushproof box is tops," he says. "Just like a custom-made cigarette case."



## DOES PHYLLIS LOOK GOOD IN A JUNGLE?

Ask the servicemen she entertained during her exciting tour of the South Pacific! An artists' model before the movies discovered her, Phyllis finds Regents a model cigarette. "They're really mild!" says she. "And I think they're better tasting."



## HOW IRISH IS MORTON'S "IRISH TENOR"?

It's Connecticut-grown—but audiences in Ireland, where Morton toured several times, have pronounced it the real McCoy. This popular troubador, who once played a dummy saxophone in a leading dance orchestra, sings praises of Regent's King Size. "It means a smoke that's over 20% longer," he points out.



ALL THREE AGREE that Regents are milder, better tasting. Multiple blending does it! This process, exclusive with Regent, makes Regents really mild, ever so gentle to your throat. Next time, try Regents. They cost no more than other leading brands.

Quality tobaccos... Multiple Blended  
make **REGENT**  
The milder, better tasting  
cigarette!



Hey, Joe! Try and  
tune out those highballs!



You can spot a drink mixed with Canada Dry Water by the way it sparkles out loud. "PIN-POINT CARBONATION"... millions of tinier bubbles... means glass-long liveliness.

Canada Dry Water—the world's most popular club soda—is preferred in the finest bars, hotels and clubs. Its special formula points up the flavor of any tall drink. Serve Canada Dry Water in your home... it costs no more than ordinary mixers.



**THE CHAMPAGNE  
OF GINGER ALES**

If you prefer a mixer with a fuller flavor, there's nothing as good as Canada Dry Ginger Ale.



**CANADA** WORLD FAMOUS **DRY**  
**WATER**  
*The Life of the Drink*



"The Body" is Marie McDonald. Even with this alluring title she did not click in movies until she received her present role of an artist's model in *Guest in the House*.



*Choice of a lifetime...*



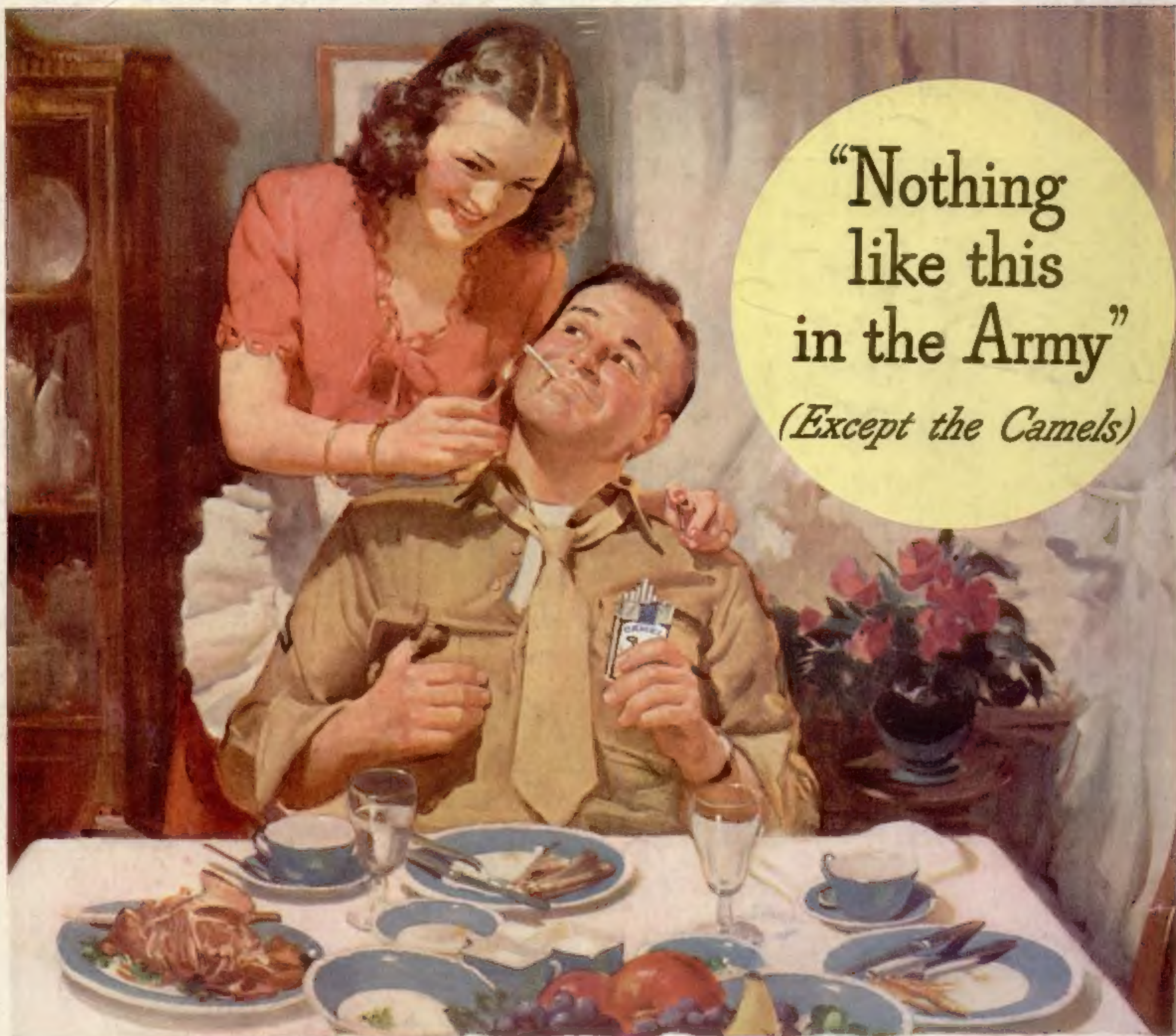
Today there's new enjoyment in the grand old name Golden Wedding,  
a lighter, finer flavor to sip slowly...something to remember with pleasure.

**Golden Wedding**

*Has  
had no  
peers for  
fifty  
years*

BLENDED WHISKY • 86 PROOF • 70% GRAIN NEUTRAL SPIRITS • COPR. 1945 JOSEPH S. FINCH & COMPANY, SCHENLEY, PA.





H. J. Reynolds Tobacco Company, Winston-Salem, N. C.

## FIRST in the Service

With men in the Army, Navy, Marines, and the Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)



**I**T MAY NOT seem such a big item, but to millions of men in foxholes and jungles thousands of miles away a Camel cigarette is "like a taste of home."

For Camels, with the full, round flavor of matchlessly blended costlier tobaccos, are always a treat to the taste. No matter how much you smoke, Camels never wear out their welcome.

Try Camels on *your* taste. Try Camel's mildness and coolness on *your* throat. Try Camels on your "T-Zone"—that's T for Taste and T for Throat. See if you don't agree with so many other smokers who say, "Camels suit me to a 'T.'"

You may find your dealer temporarily short of Camels, but they are worth asking for a second time—repeatedly.

# Camels

**COSTLIER TOBACCOS**



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